The College Placement Council 62 Highland Avenue / Bethlehem, PA 18017

The national association for career planning, placement, and recruitment

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CPC Salary Survey

A study of 1985-86 beginning offers/Preliminary Report December 1985

The falling dollar, the potential budget deficit cuts, and a continued easy-money policy by the Federal Reserve Board have all contributed to optimistic economic forecasts for 1986.

Although projections by business economists during the economic recovery have run the gamut from boom to impending doom, the majority of forecasters are now in agreement that the current modest expansion will continue through 1986.

The Preliminary Salary Survey report seems to support that view. Seventeen disciplines at the bachelor's level had sufficient reporting volume for the changes from last year's closing figures to be meaningful. Of those, twelve reported increases in starting salary offers since July, with the majority experiencing solid gains of 2 percent to 3 percent.

In terms of dollar value of offers, little has changed at the top. Petroleum engineering and chemical engineering continued to fill the first- and second-place positions, gaining 3.8 percent and 2.6 percent, respectively, since July.

Two disciplines bear special mention. The first is electrical engineering, which reported a drop in starting salary. The current monthly average of $2,267 is 0.7 percent below July's figure. With increases reported in most of the other engineering disciplines, it was surprising that this high-demand field did not follow suit.

It's the opposite situation with the second case—computer science. After receiving below-average increases throughout last year, this discipline got off to an impressive start this year with a 4.1 percent salary increase since July.

The overall drop in the number of offers from a year ago may appear significant but should not necessarily be cause for concern at this early reading. Changes in the reporting forms (see below) and a shorter lead time for schools to submit data have probably affected the volume of data.

The CPC Salary Survey report continues to evolve and expand to meet the information needs of our constituents. There are two major changes for this reporting year:

- A standard classification system for categorizing and defining categories has been adopted;
- Data have been collected on an expanded number of categories.

This means that several new categories have been added, a few have undergone name changes, and several have been split to provide more precise reporting. Complete definitions for occupational titles and employer categories are provided on pages 8 and 9.

The CPC Preliminary report covers the period from September 1 to December 6. The data include offers extended to students graduating between September 1, 1985, and August 31, 1986. There are 183 placement offices at 161 colleges and universities participating in the Salary Survey. Additional copies of the report can be obtained for $1.50 each.

Judith O'Flynn Kayser

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 183 placement offices at 161 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and nonprofit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1985
PRELIMINARY REPORT - 9/1/85 to 12/6/85

Bachelor's Degree Candidates
(Data Combined for Men and Women)

By Curriculum for All Types of Employers	Number of Offers December 1985	Number of Offers December 1984	Average Dollar Offers December 1985	Average Dollar Offers December 1984	Average Dollar Offers July 1985	% Change From July	Percentiles 90th	Percentiles 50th	Percentiles 10th
BUSINESS									
Accounting	711	878	$1,752	$1,643	$1,697	3.2%	$1,958	$1,750	$1,583
Business Administration & Management	97	360	1,623	1,560	1,636	-0.8	2,083	1,600	1,250
Management Information Systems	58	N/A	1,894	N/A	N/A	N/A	2,300	1,875	1,600
Marketing & Distribution	97	207	1,572	1,511	1,548	1.6	2,000	1,575	1,167
HUMANITIES & SOCIAL SCIENCES									
Economics[1]	29	53	1,708	1,434	1,729	-1.2	2,200	1,667	1,333
Humanities	30	98	1,512	1,289	1,461	3.5	1,833	1,500	1,125
Social Sciences	29	156	1,603	1,304	1,545	3.8	2,167	1,500	1,100
ENGINEERING									
Aerospace & Aeronautical	51	45	2,276	2,170	2,230	2.1	2,491	2,325	2,059
Chemical	103	138	2,431	2,329	2,369	2.6	2,550	2,425	2,250
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	105	108	2,014	1,939	1,969	2.3	2,400	2,000	1,755
Electrical (incl. Computer Engrg.)	486	742	2,267	2,203	2,283	-0.7	2,550	2,345	1,930
Geological	5	3	2,051	2,418	2,105	*	*	*	*
Industrial	85	91	2,232	2,126	2,191	1.9	2,425	2,291	1,930
Mechanical	290	395	2,304	2,174	2,259	2.0	2,500	2,333	2,048
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	25	15	2,267	2,179	2,279	-0.5	2,450	2,308	1,930
Mining & Mineral	+	3	+	1,972	2,190	+			
Nuclear (incl. Engrg. Physics)	12	13	2,360	2,146	2,283	*	*	*	*
Petroleum	49	52	2,680	2,638	2,583	3.8	2,900	2,750	2,300
Engineering Technology	72	94	2,153	2,149	2,137	0.8	2,400	2,204	1,700
SCIENCES									
Agricultural Sciences	21	17	1,397	1,512	1,474	-5.2	1,650	1,341	1,125
Allied Health Professions	3	66	1,701	1,889	1,780	*	*	*	*
Biological Sciences	7	18	1,912	1,571	1,433	*	*	*	*
Chemistry	14	9	2,195	1,701	1,897	*	*	*	*
Computer Science	196	294	2,167	1,973	2,082	4.1	2,496	2,166	1,850
Mathematics	19	23	1,945	1,940	2,047	*	*	*	*
Other Physical & Earth Sciences	16	26	1,941	1,890	1,945	*	*	*	*
Totals	2,610	3,904							

N/A--No historic data available.
[1]Includes economics programs with both business and social science orientation.
*Not computed for fewer than 20 offers.
+No offers reported.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1985
PRELIMINARY REPORT - 9/1/85 to 12/6/85

Bachelor's Degree Candidates
(Data Combined for Men and Women)

By Occupational Title for All Types of Employers	Number of Offers December 1985	Number of Offers December 1984	Average Dollar Offers December 1985	Average Dollar Offers December 1984	Average Dollar Offers July 1985	% Change From July	Percentiles 90th	Percentiles 50th	Percentiles 10th
ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS									
Accountants & Auditors	694	896	$1,753	$1,645	$1,705	2.8%	$1,958	$1,750	$1,583
Business Administration	32	276	1,779	1,512	1,635	8.8	2,253	1,768	1,250
**Financial Analysts *[Finance & Economics]*	21	121	1,683	1,627	1,743	-3.4	2,010	1,775	1,225
Management Trainee	98	N/A	1,568	N/A	N/A	N/A	2,140	1,500	1,150
Personnel & Labor Relations	6	18	1,598	1,726	1,680	*	*	*	*
COMPUTER & MATHEMATICAL OCCUPATIONS									
Computer Programmers	112	N/A	2,072	N/A	N/A	N/A	2,430	2,080	1,750
**Computer Scientists (incl. Systems Analysts) *[EDP Programming Systems]*	134	319	2,134	1,996	2,107	1.3	2,433	2,165	1,750
Mathematicians/Statisticians	13	24	1,796	1,916	1,938	*	*	*	*
MARKETING & SALES OCCUPATIONS									
**Advertising/Marketing *[Merchandising Sales Promotion]*	39	193	1,635	1,415	1,501	8.9	2,083	1,700	1,100
**Retail/Wholesale Sales *[Sales—Nontechnical Degree]*	97	145	1,637	1,505	1,593	2.8	2,000	1,583	1,250
Technical Sales	18	10	1,861	2,050	2,167	*	*	*	*
ALL OTHER OCCUPATIONS									
Communications Occupations	16	78	1,814	1,174	1,635	*	*	*	*
Engineers (Engrg. Degree Required)	1,246	1,589	2,281	2,200	2,265	0.7	2,550	2,333	1,930
Farm & Natural Resources Management	4	10	1,320	1,488	1,466	*	*	*	*
Health-Related Occupations	9	72	1,568	1,847	1,704	*	*	*	*
Insurance & Real Estate Occupations	5	N/A	1,597	N/A	N/A	N/A	*	*	*
**Production Occupations *[Manufacturing & or Industrial Operations]*	23	42	1,913	1,971	2,082	-8.1	2,425	2,037	1,250
Researchers--Nonscientific	7	19	1,883	1,782	1,882	*	*	*	*
Researchers--Scientific	30	32	2,108	1,957	2,030	3.8	2,550	2,100	1,700
**Social Workers & Recreational Workers *[Community & Service Orgs. Work]*	4	25	1,361	1,573	1,268	*	*	*	*
Transportation & Distribution Occupations	2	N/A	1,417	N/A	N/A	N/A	*	*	*
Totals	2,610	3,869#							

**Category name changed; the bracketed name indicates former category, on which historical data are based. See page 8.
N/A--No historic data available.
*Not computed for fewer than 20 offers.
#Total does not include the categories of Rotational Training--Technical and Nontechnical, which have been deleted from this year's report.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1985
PRELIMINARY REPORT - 9/1/85 to 12/6/85
(Data Combined for Men and Women)

Master's Degree Candidates
Inexperienced (One year or less
of full-time, nonmilitary employment)

Graduate Program	Number of Offers December 1985	Number of Offers December 1984	Average Dollar Offers December 1985	Average Dollar Offers December 1984	Average Dollar Offers July 1985	% Change From July	Percentiles 90th	Percentiles 50th	Percentiles 10th
BUSINESS									
Accounting	51	83	$2,007	$2,067	$2,055	-2.3%	$2,333	$2,042	$1,650
MBA--Nontechnical Undergraduate	55	96	2,121	2,093	2,382	-11.0	2,417	2,167	1,667
MBA--Technical Undergraduate	11	15	2,359	2,453	2,537	*	*	*	*
MS--Business (incl. Management, Marketing, Finance, etc.)	5	14	2,475	2,177	2,454	*	*	*	*
Administration (incl. Public Hospital, etc.)	+	9	+	2,158	2,223	+			
Industrial Management (incl. Industrial Administration)	1	3	2,000	2,198	2,405	*	*	*	*
HUMANITIES & SOCIAL SCIENCES									
Humanities	+	7	+	1,617	1,514	+			
Social Sciences	3	32	1,363	1,629	1,771	*	*	*	*
ENGINEERING									
Chemical	4	9	2,613	2,331	2,596	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	9	30	2,337	2,242	2,363	*	*	*	*
Electrical (incl. Computer Engrg.)	22	88	2,837	2,679	2,727	4.0	3,033	2,929	2,558
Industrial	3	5	2,755	2,246	2,469	*	*	*	*
Mechanical	22	44	2,744	2,417	2,621	4.7	3,000	2,713	2,415
Metallurgical (incl. Metallurgy & Ceramic Engrg.)[1]	3	6	2,556	2,531	2,517	*	*	*	*
Nuclear (incl. Engrg. Physics)	+	4	+	2,495	2,582	+			
SCIENCES									
Chemistry	2	2	2,605	1,916	2,177	*	*	*	*
Computer Science	21	49	2,530	2,558	2,584	-2.1	3,000	2,583	2,000
Geology & Related Geological Sciences	8	15	2,556	2,552	2,572	*	*	*	*
Mathematics	4	2	2,265	2,600	2,337	*	*	*	*
Totals	224	513							

*Not computed for fewer than 20 offers.
+No offers reported.
[1]Previously reported under SCIENCES heading.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1985
PRELIMINARY REPORT - 9/1/85 to 12/6/85
(Data Combined for Men and Women)

Master's Degree Candidates Experienced[1]

Graduate Program	Number of Offers December 1985	Number of Offers December 1984	Average Dollar Offers December 1985	Average Dollar Offers December 1984	Average Dollar Offers July 1985	% Change From July	Percentiles 90th	Percentiles 50th	Percentiles 10th
Over 1 to 2 years									
MBA--Nontechnical Undergraduate	5	22	$1,858	$2,311	$2,690	*	*	*	*
MBA--Technical Undergraduate	+	2	+	2,645	2,812	+			
Over 2 to 4 years									
MBA--Nontechnical Undergraduate	5	11	2,128	2,637	2,840	*	*	*	*
MBA--Technical Undergraduate	2	2	2,743	2,625	2,934	*	*	*	*
Over 4 years									
MBA--Nontechnical Undergraduate	3	18	2,056	2,639	2,845	*	*	*	*
MBA--Technical Undergraduate	+	3	+	3,151	2,913	+			
Totals	15	58							

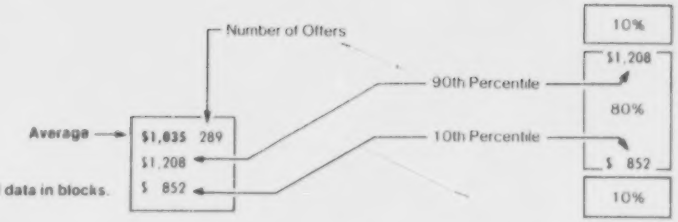
DOCTORAL DEGREE CANDIDATES

ENGINEERING									
Chemical	4	3	$3,469	$3,367	$3,405	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	+	1	+	2,000	2,507	+			
Electrical (incl. Computer Engrg.)	9	7	3,981	3,393	3,542	*	*	*	*
Mechanical	8	9	3,579	2,863	3,168	*	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg., & Science & Ceramics)	9	4	3,501	2,992	3,260	*	*	*	*
SCIENCES									
Chemistry	14	10	3,197	2,769	3,032	*	*	*	*
Mathematics (incl. Oprs. Research, Statistics, & Actuarial Science)	+	4	+	2,125	2,977	+			
Physics	10	8	3,618	3,174	3,176	*	*	*	*
Totals	54	46							

[1]Years of previous full-time, nonmilitary employment.
*Not computed for fewer than 20 offers.
+No offers reported.
[2]Previously reported under SCIENCES heading.

Monthly beginning salary offers to all candidates by curriculum and employer

Preliminary Report ■ December 1985 ■ Data combined for men and women*



The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL												GOV'T ■ NON-PROFIT		
	Accounting – Public	Banking Finance & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs & Construction	Chemicals, Drugs & Allied Products	Computers & Business Machines[2]	Electrical & Electronic Mach & Equip[1]	Food & Beverage Processing	Glass, Paper Packaging & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl Nat Gas)	Research &/or Consulting Organizations	Utilities – Public (incl Transportation)	Federal Government	Local/State Government	Non Profit Orgs & Educational Institutions
BACHELOR'S DEGREE																		
NON-TECHNICAL: Accounting	$1,764 607 $1,958 $1,608	$1,535 16	$1,496 14	$1,763 13	$1,804 2		$1,954 2	$1,734 1	$1,830 4	$1,639 3	$1,800 2	$1,608 2	$1,866 18		$1,771 11	$1,409 3	$1,581 13	
NON-TECHNICAL: Business Administration (incl Mgmt)		$1,560 25 $1,917 $1,250	$1,491 30 $1,830 $1,200	$1,926 8	$1,700 1	$1,870 2	$1,810 1	$1,691 7	$2,158 2	$1,766 5	$1,901 4		$1,705 3	$1,090 2	$1,540 3	$1,493 2	$1,836 1	$1,766 1
NON-TECHNICAL: Management Information Systems	$1,827 6	$1,737 13	$1,803 8	$2,048 4			$2,550 1	$2,142 4	$2,021 4	$2,175 1	$1,750 2	$1,863 2	$2,074 4	$1,808 4	$2,054 2		$1,773 1	$1,833 2
NON-TECHNICAL: Marketing & Distribution	$1,500 1	$1,509 2	$1,521 57 $2,000 $1,083	$1,542 2	$1,730 2	$1,500 1	$1,649 7	$1,649 6	$1,751 6	$1,562 5	$1,875 1	$1,667 1	$1,916 1	$2,000 1	$1,505 4			
NON-TECHNICAL: Economics	$1,834 4	$1,657 13	$1,576 8	$1,800 1	$3,083 1					$1,576 1				$1,600 1				
NON-TECHNICAL: Humanities		$1,396 2	$1,451 15				$1,500 1	$1,542 1	$1,722 3	$1,917 1					$1,708 1	$1,199 1	$1,318 2	$1,717 3
NON-TECHNICAL: Social Sciences		$1,229 2	$1,704 15	$1,814 2		$1,417 1			$2,054 1	$1,500 2	$1,759 2						$1,175 1	$1,228 3
MASTER'S DEGREE—INEXPERIENCED																		
MBA—Nontechnical Undergraduate Degree	$2,159 22 $2,417 $1,917	$2,058 16	$1,842 5		$2,000 1		$2,915 1	$2,190 1	$2,333 1	$2,004 2			$2,528 3		$1,906 2	$2,181 1		
MBA—Technical Undergraduate Degree	$2,209 2		$2,530 2	$1,917 1			$2,420 1		$2,625 1					$2,450 3		$2,157 1		
BACHELOR'S SUMMARY																		
Nontechnical Curricula	$1,765 618 $1,958 $1,608	$1,588 73 $2,000 $1,250	$1,542 147 $2,000 $1,125	$1,834 30 $2,200 $1,625	$1,975 6	$1,664 4	$1,776 12	$1,767 19	$1,870 20 $2,100 $1,667	$1,679 18	$1,827 11	$1,721 5	$1,881 26 $2,000 $1,725	$1,627 8	$1,712 21 $2,050 $1,500	$1,402 6	$1,554 18	$1,585 9
Technical Curricula	$2,054 14	$1,712 15	$2,078 31 $2,500 $1,600	$2,318 383 $2,517 $2,097	$2,313 78 $2,558 $2,037	$2,008 71 $2,400 $1,600	$2,387 118 $2,550 $2,167	$2,281 39 $2,550 $2,000	$2,304 233 $2,500 $2,083	$2,102 40 $2,550 $1,375	$2,373 44 $2,550 $2,225	$2,205 23 $2,450 $1,875	$2,539 130 $2,850 $2,125	$2,190 43 $2,450 $1,920	$2,299 84 $2,500 $2,000	$1,876 162 $2,167 $1,559	$1,835 42 $2,100 $1,515	$1,706 9

*Data in block tables are for period 9/1/85 through 12/6/85. [1]Category name change. See page 9. [2]New Category. See page 9.

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL												GOV'T ■ NON-PROFIT		
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs & Construction	Chemicals, Drugs, & Allied Products	Computers & Business Machines[2]	Electrical & Electronic Mach. & Equip.[1]	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Non-Profit Orgs & Educational Institutions
Aerospace & Aeronautical Engineering				$2,361 33 $2,500 $2,204	$2,350 1	$1,853 3		$2,550 1	$2,211 8							$1,928 4		$2,417 1
Chemical Engineering				$2,247 3	$2,694 3	$2,565 1	$2,426 40 $2,510 $2,300		$2,332 7	$2,462 7	$2,460 14		$2,553 20 $2,608 $2,335	$2,286 3	$2,350 1	$1,865 3	$2,100 1	
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)				$2,411 5		$1,965 40 $2,167 $1,755	$2,045 1	$2,350 1	$2,258 1		$2,300 1	$1,667 1	$2,716 6	$2,029 13	$2,311 7	$1,929 7	$1,782 22 $1,969 $1,586	
Electrical Engineering (incl. Computer Engrg.)	$2,084 2	$1,667 1	$2,247 7	$2,377 136 $2,578 $2,167	$2,418 18	$2,330 6	$2,418 9	$2,399 19	$2,349 116 $2,520 $2,167	$2,667 2	$2,402 3	$2,394 3	$2,473 10	$2,490 12	$2,397 36 $2,526 $2,200	$1,869 97 $2,167 $1,558	$1,555 8	$1,980 1
Geological Engineering						$1,900 1									$2,425 1	$1,977 3		
Industrial Engineering	$2,111 3			$2,254 9	$2,260 8	$1,550 1	$2,303 18	$2,030 2	$2,245 9	$2,376 6	$2,274 13	$2,145 5		$1,920 1	$2,391 5	$1,858 5		
Mechanical Engineering		$1,875 1	$2,300 1	$2,358 88 $2,500 $2,208	$2,298 31 $2,558 $2,040	$2,006 10	$2,422 24 $2,500 $2,335		$2,320 42 $2,560 $2,100	$2,288 11	$2,382 11	$2,262 5	$2,564 19	$2,300 2	$2,360 15	$1,951 26 $2,095 $1,575	$1,964 3	$1,700 1
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)				$2,254 6	$2,300 5		$2,272 3		$2,400 5		$2,325 1	$2,371 2		$2,100 1		$1,838 2		
Mining & Mineral Engineering																		
Nuclear Engineering (incl. Engrg. Physics)				$2,383 1		$2,250 1	$2,415 2		$2,383 2					$2,300 1	$2,358 5			
Petroleum Engineering		$2,000 1	$2,800 1		$2,300 1				$2,700 1				$2,701 44 $2,900 $2,400		$2,700 1			
Engineering Technology		$1,513 2		$2,213 38 $2,500 $1,833	$2,136 5	$2,147 5		$2,145 2	$2,894 12				$3,000 1		$2,300 1	$1,846 2	$2,011 4	
Agricultural Sciences		$1,279 2	$1,500 1		$1,250 1	$1,300 1	$2,167 1			$1,454 11						$1,099 1	$1,341 1	$1,063 2
Allied Health Professions									$2,000 1								$1,340 1	$1,762 1
Biological Sciences	$1,791 1						$2,394 3								$1,470 3			
Chemistry			$1,800 1				$2,350 7			$2,375 1			$2,025 4	$2,000 1				
Computer Science	$2,058 8	$1,779 6	$2,088 17	$2,188 55 $2,450 $1,885	$2,311 4	$2,040 2	$2,554 6	$2,189 13	$2,232 28 $2,500 $1,898	$1,862 2	$2,375 1	$2,156 7	$2,307 22 $2,655 $2,125	$2,002 7	$2,088 9	$2,051 6	$1,515 1	$1,834 2
Mathematics		$1,938 2	$1,750 2	$2,153 6				$1,700 1					$2,396 2	$1,917 1		$1,519 3	$2,000 1	$1,700 1
Other Physical & Earth Sciences			$1,290 1	$2,282 3	$2,250 1		$2,150 4		$1,504 1				$1,900 2	$2,200 1		$1,522 3		

[1]Category name change. See page 9 [2]New Category. See page 9

OCCUPATIONAL CLASSIFICATION DEFINITIONS

ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS

Accountants & Auditors - Includes occupations primarily concerned with planning and administering accounting services, advising on accounting problems, and planning and conducting audits of accounts of industrial, governmental, and other organizations and private individuals.

Business Administration - Includes all nontechnical positions of a management and management-support nature such as administrative assistant, purchasing agent, secretaries (4-year degree), etc. Supervisors of production occupations are classified under Production Occupations.

Financial Analysts - [Formerly Finance & Economics on which December 1984 and July 1985 data are based.] Includes occupations involving examining, analyzing, and interpreting financial data affecting investment programs. May perform research and make analyses relative to losses and adverse financial trends and suggest remedial measures.

Management Trainee - Performs duties under direction of experienced personnel to gain knowledge and experience required for promotion to managerial position.

Personnel & Labor Relations - Includes occupations primarily concerned with implementing management policies related to personnel administration and labor relations by performing activities such as representing management or labor in collective bargaining procedures; participating in programs of recruitment, selection, placement, training, compensation, and promotion and separation; and conducting vocational training, rehabilitation, and other employment development programs.

COMPUTER & MATHEMATICAL OCCUPATIONS

Computer Programmers - [Formerly included under the combined category of EDP-Programming/Systems. It is now presented as a separate category.] Includes occupations concerned with writing specific programs by breaking down each step into a series of coded instructions using one of the languages developed especially for computers. Also includes testing the operation of the programs, and preparing instruction sheets for the computer operator who will run the programs.

Computer Scientists (incl. Systems Analysts) - [Formerly included under the combined category of EDP-Programming/Systems on which December 1984 and July 1985 data are based.] Includes occupations concerned with utilization of the computer in the analysis and solution of business, scientific, engineering, and other technical problems. Includes analyzing computer systems, and providing advice on availability and use of electronic data-processing resources, capabilities, and technological development.

Mathematicians/Statisticians - Includes occupations concerned with the development of methodology in mathematical concepts, mathematical statistics, and the application of original and standardized mathematical techniques to the solution of specific problems and situations. Includes the use of statistical tools for planning and conducting surveys and censuses, developing questionnaires, evaluating reliability of sources of data, preparing tables and graphs, and writing reports on sources of data. Also includes positions involving the application of mathematics, probability, statistics, principles of finance and business to problems in life, health, social, and casualty insurance, annuities, and pensions.

MARKETING & SALES OCCUPATIONS

Advertising/Marketing - [December 1984 and July 1985 data are from the former category Merchandising Sales Promotion.] Includes occupations concerned with planning, organizing, and directing advertising activities as well as occupations involving soliciting business for display or classified advertising, selling art work to advertising agencies or individual firms for use in composing advertising material, and selling advertising time on radio and television programs. Also includes occupations concerned with formulating marketing policies, identification of target markets, conducting market research, and directing sales activities of an organization.

Retail/Wholesale Sales - [December 1984 and July 1985 data are from former category Sales—Non-technical.] Includes occupations concerned with selling commodities in wholesale and retail establishments as well as occupations involving selling products of manufacturers to wholesale and retail establishments.

Technical Sales - Includes occupations concerned with sales activities requiring specialized knowledge of the technology of the composition, utilization, and maintenance of the goods or equipment sold; selling scientific and technical products and services of a chemical, mechanical, electrical, or electronic nature or light, heat, and power services; advising customers on the application, installation, and operation of technical equipment; and preparing or arranging for preparation of financial and operational estimates to show cost reduction or efficiency increase resulting from proposed changes in materials, machines, or methods.

ALL OTHER OCCUPATIONS

Communications Occupations - Includes occupations involving editing, writing, reporting news items and features, announcing, and publishing of all types. It also includes occupations involving promoting or creating goodwill for individuals or organizations by writing or selecting favorable material and releasing it through various communications media. Not included is public relations work involved with marketing a product or service. Those occupations would be classified in the category of Advertising/Marketing.

Engineers (Engineering Degree Required) - Includes occupations concerned with the application of physical laws and principles of engineering for the development and utilization of machines, materials, instruments, processes, and services. Engineering technologists are also included in this group.

Farm & Natural Resources Management - Includes agriculture and food scientists involved in the application of scientific principles to problems related to food and fibre, and horticulture. Also includes forestry and conservation scientists involved in the development, production, conservation, and utilization of the natural resources of forests, protection of resources against fire, insects, diseases, floods, and erosion, discovery and interpretation of principles and facts upon which the management of forest land rests, and development of new, improved, or more economic scientific methods, practices, techniques, and instruments necessary to perform such work.

Health-Related Occupations - Includes occupations in the allied medical professions such as physical, occupational, music, and speech therapists; also medical technologists, medical laboratory assistants, and nurses (4-year degree).

Insurance & Real Estate Occupations - Includes occupations involving selling life, endowment, fire, accident, and other types of insurance to clients, and determining if applicants are good risks. This group also includes occupations involving renting, buying, selling, and appraising property on behalf of clients.

Production Occupations - [Formerly Manufacturing &/or Industrial Operations on which December 1984 and July 1985 data are based.] Includes occupations concerned with actual production operations, such as production planning, scheduling, expediting, or quality control. It also includes occupations concerned with the supervising of these functions.

Researchers-Nonscientific - Includes occupations involving research in nonscientific areas such as opinion research, media and editorial research, and paralegal positions.

Researchers-Scientific - Includes occupations concerned with the application of scientific knowledge to the conduct of research and development.

Social Workers & Recreational Workers - [Formerly Community & Service Organizations Work on which December 1984 and July 1985 data are based.]

(Continued)

Includes occupations involving counseling and giving aid to individuals and families requiring assistance of social service agencies. Also included are occupations involving organizing and supervising social, recreational, and cultural activities.

Transportation & Distribution Occupations - Includes occupations concerning the operating and controlling of equipment used to transport people or materials using vehicles. It includes actual delivery, physical transportation, warehousing, and storage. Includes such positions as utilities dispatchers, flight attendants, pilots, traffic controllers, distribution managers, and traffic managers.

EMPLOYER CLASSIFICATION DEFINITIONS

BUSINESS

Accounting - Includes firms engaged primarily in public accounting.

Banking, Finance, & Insurance - Includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents, and brokers, and real estate agencies, title companies, and developers are also included.

Merchandising & Services - Includes establishments engaged in services other than manufacturing products. Examples are: retail/wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

MANUFACTURING

Aerospace - Includes establishments primarily engaged in manufacturing guided missiles and space vehicles and other aerospace equipment and related components. Research and development and other services on or for guided missiles and space vehicles are included in this industry.

Automotive & Mechanical Equipment - Includes establishments primarily engaged in manufacturing or assembling passenger automobiles, trucks, commercial cars and buses, and special purpose motor vehicles. Manufacturers of parts and accessories for this equipment are also included. Also included are establishments engaged in manufacturing machinery and equipment powered by built-in or detachable motors with the exception of electrical household appliances. Included are: engines and turbines; farm and garden machinery and equipment; construction machinery and equipment; industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating, and ventilation equipment.

Building Materials Mfrs. & Construction - Includes establishments primarily engaged in the construction of dwellings, office buildings, stores, farm buildings, and other projects of a similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, etc.) are included. Establishments engaged in the manufacture of building materials also belong in this category.

Chemicals, Drugs, & Allied Products - Includes establishments producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Computers & Business Machines - Includes establishments primarily engaged in manufacturing electronic computers and peripheral equipment intended for use in electronic computer systems. Electronic computer systems contain high-speed arithmetic and program control units, on-line information storage devices, input/output equipment, terminals, data communication devices, and punched card equipment. In addition to providing technical manuals necessary for the operation and maintenance of the equipment, establishments in this industry usually furnish general-purpose computer programs and basic operating systems programs needed for effective use of the computer system. Establishments primarily engaged in manufacturing desk calculators, cash registers, accounting machines, and similar equipment are also to be included in this category.

Electrical & Electronic Machinery & Equipment (incl. Communications Equipment) - Includes establishments engaged in manufacturing machinery, apparatus, and supplies for the generation, storage, transmission, transformation, and utilization of electrical energy. This category also includes manufacturers of electronic communication and detection equipment, as well as electronic components—more specifically, electronic radio, telephone, telegraph, and television equipment and components, semiconductors, and circuits. The manufacture of household appliances is included in this group, but industrial machinery and equipment powered by built-in or detachable electric motors is classified in Automotive and Mechanical Equipment.

Food & Beverage Processing - Includes establishments manufacturing or processing foods and beverages for human consumption, and certain related products, such as tobacco, manufactured ice, chewing gum, vegetable and animal fats and oils, and prepared feeds for animals and fowls.

Glass, Paper, Packaging, & Allied Products - Includes manufacturers of 1) glass containers, flat glass, glassware, and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products - Includes establishments engaged in the smelting and refining of ferrous and nonferrous metals from ore, pig, or scrap; in the rolling, drawing, and alloying of ferrous and nonferrous metals; in the manufacture of castings and other basic products of ferrous and nonferrous metals; and in the manufacture of nails, spikes, and insulated wire and cable.

Petroleum & Allied Products (incl. Natural Gas) - Includes establishments primarily engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. This group also includes establishments engaged in petroleum refining, manufacturing paving and roofing materials, and compounding lubricating oils and greases from purchased materials.

Research &/or Consulting - Includes establishments primarily engaged in laboratory or other physical research and development on a contract or fee basis. Also included are establishments primarily engaged in furnishing a wide variety of general or specialized consulting services in any field. Include engineering firms where design and construction are not part of the firm's responsibilities. Not included are research and development laboratories of companies which manufacture the products developed from their research activities. These are classified the same as the manufacturing establishments they serve.

Utilities—Public (incl. Transportation) - Includes establishments engaged in the generation, transmission, and/or distribution of electricity or gas or steam. Such establishments may be combinations of any of the above three services. Also included are establishments providing transportation (trucking, railroads, airlines, package delivery, shipping [water]).

GOVERNMENT & NONPROFIT

Federal Government - Includes all Federal agencies and civilian positions with the armed services.

Local/State Government - Includes all township, county, city, and state government positions.

Nonprofit & Educational Institutions - Includes nonprofit organizations of all types no matter what the service or product. It also includes establishments furnishing formal academic or technical courses, correspondence schools, commercial and trade schools, and libraries.

The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

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CPC Salary Survey

A study of 1985-1986 beginning offers / January 1986

The debate goes on. Is today's strong economy living on borrowed money, borrowed luck, and borrowed time, awaiting a crisis to develop? Or, as others contend, will the economy continue to accelerate? Right now, the more optimistic version appears to be gathering support, buoyed by the decline in crude oil prices, the year-end rise in employment, and the continued strength of consumer spending.

This January *Salary Survey* report lends further support to the optimists. Twenty-one disciplines at the bachelor's level received a sufficient number of offers to allow meaningful comparisons with last year's closing figures. Of these disciplines, 15 reported increases in starting salary offers since July, most in the 1 percent to 3 percent range. Salaries for the six other disciplines fell below last year's closing figures.

As usual, petroleum engineering topped the salary chart, averaging $2,725 a month—a 5.5 percent gain since July. Chemical engineering came in second, increasing 2.7 percent to $2,433.

The average salary for electrical engineering, which took a surprising downturn in December, increased 0.4 percent over last year's closing figure. However, the number of job offers in this category, usually a high-demand field, dropped significantly since last January.

Mechanical engineering and computer science also reported significantly fewer job offers than they did a year ago, although both posted salary gains since July—1 percent and 3.5 percent, respectively.

Business administration reported decreases in both number of job offers and salary. At $1,625, the average monthly salary for this discipline fell slightly short of July's average of $1,636. Two other business disciplines fared better. Accounting reported a 3.7 percent salary increase, bringing the average monthly offer to $1,760. Marketing and distribution rose 2.8 percent to $1,592.

The volume of offers at the master's level was fairly limited, with decreases in job offers reported in almost all categories.

The CPC Salary Survey report continues to evolve and expand to meet the information needs of our constituents.

There are two major changes for this reporting year:

- A standard classification system for categorizing and defining categories has been adopted;
- Data have been collected on an expanded number of categories.

This means that several new categories have been added, a few have undergone name changes, and several have been split to provide more precise reporting. Complete definitions for occupational titles and employer categories are enclosed separately.

The January report covers the period from September 1, 1985, through January 10, 1986. The data include offers made to students graduating between September 1, 1985, and August 31, 1986. The 183 placement offices at the 161 participating colleges and universities reported 6,566 bachelor's offers, 642 offers to inexperienced and 89 offers to experienced master's degree candidates, and 116 doctoral offers.

Additional copies of this report may be obtained for $1.50 each.

Judith O'Flynn Kayser
Manager, Statistical Services

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 183 placement offices at 161 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers		Average $ Offers		Percent Change in $ Offers from July 1985	Percentiles		
	January 1986	January 1985	January 1986	July 1985		90th	50th	10th
Business								
Accounting	1,760	1,684	$1,760	$1,697	3.7%	$1,958	$1,750	$1,583
Business Administration & Mgmt.	333	635	1,625	1,636	– 0.7	2,075	1,583	1,250
Management Information Systems	158	N/A	1,863	N/A	N/A	2,250	1,916	1,416
Marketing & Distribution	319	416	1,592	1,548	2.8	1,917	1,583	1,250
Humanities and Social Sciences								
Economics[1]	53	73	1,635	1,729	– 5.4	2,000	1,558	1,300
Humanities	63	137	1,463	1,461	0.1	1,833	1,500	1,100
Social Sciences	59	206	1,526	1,545	– 1.2	2,054	1,500	1,050
Engineering								
Aerospace & Aeronautical	143	82	2,276	2,230	2.1	2,491	2,292	2,015
Chemical	268	295	2,433	2,369	2.7	2,580	2,470	2,250
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	262	238	1,989	1,969	1.0	2,355	1,969	1,667
Electrical (incl. Computer Engrg.)	1,276	1,674	2,293	2,283	0.4	2,550	2,350	1,930
Geological	7	11	2,019	2,105	*	*	*	*
Industrial	216	232	2,253	2,191	2.8	2,500	2,296	1,922
Mechanical	764	927	2,284	2,259	1.1	2,500	2,332	1,950
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	51	47	2,301	2,279	1.0	2,500	2,333	2,000
Mining & Mineral	†	10	†	2,190	†			
Nuclear (incl. Engrg. Physics)	27	21	2,253	2,283	– 1.3	2,400	2,300	1,933
Petroleum	73	104	2,725	2,583	5.5	2,925	2,760	2,300
Engineering Technology	133	155	2,179	2,137	2.0	2,417	2,208	1,712
Sciences								
Agricultural Sciences	33	49	1,485	1,474	0.8	1,990	1,375	1,099
Allied Health Professions	8	72	1,693	1,780	*	*	*	*
Biological Sciences	11	26	1,767	1,433	*	*	*	*
Chemistry	22	19	2,017	1,897	6.3	2,500	2,100	1,250
Computer Science	456	642	2,154	2,082	3.5	2,500	2,177	1,833
Mathematics	44	42	1,916	2,047	– 6.4	2,351	1,917	1,485
Other Physical & Earth Sciences	27	35	1,876	1,945	– 3.6	2,300	2,100	1,199
	6,566	7,832						

N/A – No historic data available

[1] Includes economics programs with both business and social science orientation

* Not computed for fewer than 20 offers

† No offers reported

Participating Placement Offices

Akron
Alabama A & M
Arizona
Arizona State
Arkansas - Fayetteville
Auburn

Baylor
Bentley
Boston
Bridgeport
Brigham Young
Brown
Bucknell

Calif. Inst. Tech.
California - Los Angeles
Calif. Poly State - San Luis Obispo
California State
—Chico
—Fresno
—Long Beach
—Sacramento
Calif. State Poly - Pomona
Carnegie-Mellon
Case Western Reserve
Cedar Crest
Chicago - Grad Sch. of Bus.
City Univ. NY
—Bernard M. Baruch College
—City College
—Hunter College
Clemson
Cleveland State
Colorado

Colorado Mines
Colorado State
Columbia
Columbia - Grad Sch. of Bus.
Connecticut
Cornell

Dartmouth
Delaware
Denver
Detroit
Duke
Duke - Fuqua Sch. of Bus.

East Texas State

Fairleigh Dickinson - Teaneck
Florida A & M

George Washington
Georgia
Georgia Tech
Grambling State
Grove City

Houston

Idaho
IIT (Ill. Inst. Tech.)
Illinois at Chicago
Illinois - Urbana
—Engineering
—Commerce, Business
Indiana
IUP - Indiana, PA
Iowa
Iowa - Engineering

Iowa State
—Engineering
—Science, Humanities

Jackson State
Johnson & Wales

Kansas
—Arts
—Business
—Engineering
Kansas State
Kentucky

Lafayette
Lamar
Lehigh
Lincoln (PA)
Louisiana Tech

Maine - Orono
Mary Washington
MIT (Mass. Inst. Tech.)
MIT - Sloan Management
Mass. - Amherst
Memphis State
Michigan
—Ann Arbor Engineering
—Ann Arbor - Grad Sch. of Bus.
—Dearborn
Michigan State
Michigan Tech
Minnesota - Sch. of Management
Mississippi
Mississippi State
Missouri
—Columbia Engineering

—Kansas City
—Rolla
—St. Louis
Montana
Montana State
Mount Holyoke

Nebraska - Lincoln
Nevada - Reno
New Jersey Tech
New Mexico
New Mexico State
NYU - Grad Sch. of Bus.
North Carolina
—Chapel Hill
—Greensboro
North Carolina A & T State
North Dakota
North Texas State
Northern Arizona
Northern Colorado
Northwestern
Northwestern
—Kellogg Grad Sch.

Ohio
Ohio State
—Administrative
—Arts
—Engineering
Oklahoma
Oklahoma State
—Engineering
—Univ. Placement
Oregon
Oregon State

Penn
Penn - Wharton Grad Sch.
Penn State
Penn State - Capitol Campus
Pittsburgh
Polytechnic Institute of NY
Portland State
Princeton
Purdue

Rensselaer
Rhode Island
Rochester
Rochester - Grad Sch. of Mgmt.
Rutgers
—Camden Arts, Science
—New Brunswick

San Diego State
San Jose State
South Dakota Mines
South Florida
Southern California
Southern Calif. - Grad Bus.
Southern Illinois
—Carbondale
—Edwardsville
Southern Methodist
Southern Univ. - Baton Rouge
Southwest Missouri State
Stanford
SUNY - Buffalo

Tennessee Knoxville
Tennessee State
Texas A & I
Texas A & M

Texas Tech
Texas
—Arlington
—Austin Bus. Admin.
—Austin Engineering
—El Paso
Toledo
Tulane

Union
Utah
Utah State

Vanderbilt
Vanderbilt - Owen Grad Sch.
Villanova
Virginia
Virginia - Colgate Darden
Virginia State
Virginia Tech

Wake Forest
Wake Forest - Babcock Grad Sch.
Washington
Washington State
Washington Univ. - Sch. of Bus.
Wayne State
West Virginia
Western Washington
Williams
Wisconsin - Madison
—Arts
—Business
—Engineering
Worcester Poly

Yale - Org. & Mgmt.

AVERAGE MONTHLY SALARY OFFERS

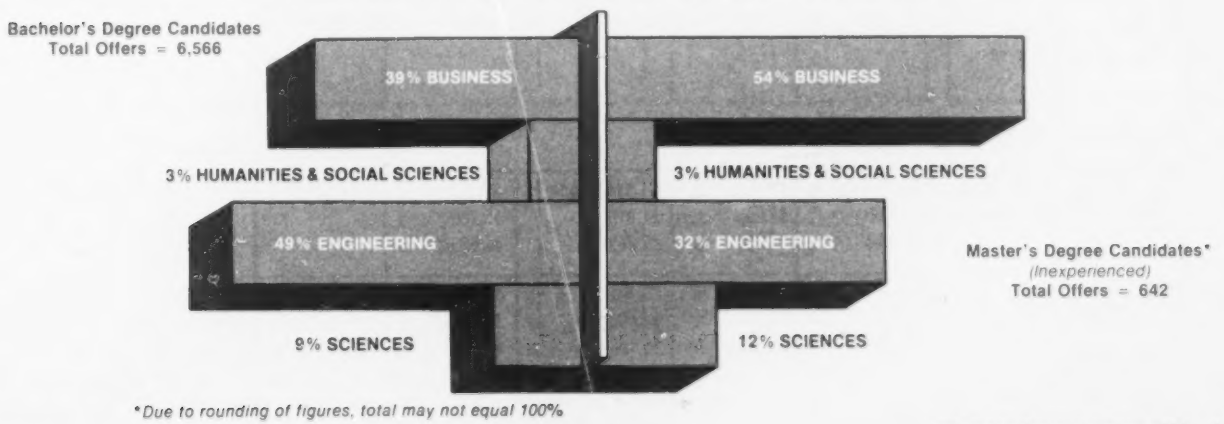
Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Occupational Title For All Types of Employers	Number of Offers		Average $ Offers		Percent Change in $ Offers from July 1985	Percentiles		
	January 1986	January 1985	January 1986	July 1985		90th	50th	10th
Administrative & Management Occupations								
Accountants & Auditors	1,739	1,728	$1,760	$1,705	3.2%	$1,958	$1,750	$1,583
Business Administration	91	423	1,664	1,635	1.8	2,002	1,690	1,083
**Financial Analysts (Finance & Economics)	34	173	1,762	1,743	1.1	2,200	1,788	1,300
Management Trainee	376	N/A	1,584	N/A	N/A	2,080	1,500	1,200
Personnel & Labor Relations	25	26	1,664	1,680	– 1.0	2,000	1,700	1,199
Computer & Mathematical Occupations								
Computer Programmers	286	N/A	2,050	N/A	N/A	2,400	2,083	1,667
**Computer Scientists (incl. Systems Analysts) (EDP-Programming/Systems)	285	682	2,155	2,107	2.3	2,500	2,183	1,792
Mathematicians/Statisticians	27	36	1,725	1,938	–11.0	2,208	1,700	1,200
Marketing & Sales Occupations								
**Advertising/Marketing (Merchandising/Sales Promotion)	75	356	1,667	1,501	11.1	2,083	1,677	1,250
**Retail/Wholesale Sales (Sales—Nontechnical Degree)	221	282	1,615	1,593	1.4	1,917	1,617	1,250
Technical Sales	67	34	1,819	2,167	–16.1	2,335	1,833	1,400
All Other Occupations								
Communications Occupations	27	86	1,786	1,635	9.2	2,400	1,708	1,208
Engineers (Engrg. Degree Required)	3,133	3,558	2,281	2,265	0.7	2,550	2,333	1,925
Farm & Natural Resources Mgmt.	14	27	1,782	1,466	*	*	*	*
Health-Related Occupations	14	82	1,600	1,704	*	*	*	*
Insurance & Real Estate Occupations	20	N/A	1,680	N/A	N/A	1,918	1,609	1,400
**Production Occupations (Manufacturing & or Industrial Operations)	49	107	1,974	2,082	– 5.2	2,425	2,165	1,167
Researchers—Nonscientific	14	27	1,706	1,882	*	*	*	*
Researchers—Scientific	46	78	2,069	2,030	1.9	2,548	2,100	1,250
**Social Workers & Recreational Workers (Community & Service Orgs. Work)	8	34	1,390	1,268	*	*	*	*
Transportation & Distribution	15	N/A	1,771	N/A	N/A	*	*	*
	6,566	7,739#						

**Category name changed, the bracketed name indicates former category, on which historical data are based. See enclosed definitions.
N/A— No historic data available.
* Not computed for fewer than 20 offers.
# Total does not include the categories of Rotational Training—Technical and Nontechnical, which have been deleted from this year's report.

PROPORTION OF OFFERS BY CURRICULAR AREA



*Due to rounding of figures, total may not equal 100%

Monthly beginning salary offers to all candidates by curriculum and employer

January 1986 ■ Data combined for men and women

This diagram indicates arrangement of dat

NONTECHNICAL

CURRICULUM	BUSINESS: Accounting—Public	BUSINESS: Banking, Finance, & Insurance	BUSINESS: Merchandising (Retail & Wholesale) & Services	MANUFAC: Aerospace[1]	MANUFAC: Automotive & Mechanical Equipment	MANUFAC: Building Materials Mfrs. & Construction	MANUFAC: Chemicals, Drugs, & Allied Products	MANUFAC: Computers[1] & Business Machines
BACHELOR'S DEGREE								
Accounting	$1,770 1,497 $1,959 $1,600	$1,567 29 $1,916 $1,300	$1,648 35 $1,960 $1,300	$1,761 18	$1,569 4	$1,440 1	$1,954 2	$1,717 3
Business Administration & Management	$1,833 1	$1,621 57 $2,100 $1,250	$1,504 136 $1,875 $1,200	$1,876 20 $2,253 $1,680	$1,767 2	$1,842 7	$1,750 5	$1,612 25 $2,000 $1,333
Management Information Systems	$1,817 10	$1,785 28 $2,000 $1,500	$1,673 33 $2,200 $1,200	$2,124 13	$1,664 3	$1,950 2	$2,550 1	$1,939 18
Marketing & Distribution	$1,557 5	$1,503 10	$1,535 191 $1,875 $1,200	$1,678 3	$1,730 2	$1,798 5	$1,668 8	$1,616 20 $1,860 $1,500
Economics	$1,834 4	$1,592 15	$1,526 19	$1,800 2	$2,542 2	$1,520 1		$1,556 3
Humanities	$2,000 1	$1,277 3	$1,432 29 $1,833 $1,125				$1,479 4	$1,403 3
Social Sciences		$1,219 3	$1,516 31 $1,916 $1,050	$1,814 2	$1,967 2	$1,417 1		$ 850 1
MASTER'S DEGREE-INEXPERIENCED								
MBA—Nontechnical Undergraduate Degree	$2,186 56 $2,500 $1,875	$2,213 41 $2,583 $1,710	$1,998 21 $2,390 $1,500		$2,000 1		$2,834 4	$2,475 4
MBA—Technical Undergraduate Degree	$2,250 3	$2,639 3	$2,541 3	$2,125 2	$2,917 1		$2,420 1	
BACHELOR'S SUMMARY								
Nontechnical Curricula	$1,770 1,518 $1,960 $1,600	$1,615 145 $2,000 $1,250	$1,536 474 $1,916 $1,200	$1,881 58 $2,250 $1,629	$1,818 15	$1,774 17	$1,723 20 $1,950 $1,500	$1,677 73 $2,083 $1,335
Technical Curricula	$2,050 25 $2,250 $1,900	$1,779 35 $2,250 $1,333	$2,112 95 $2,500 $1,508	$2,325 948 $2,513 $2,125	$2,305 201 $2,541 $2,040	$2,073 142 $2,425 $1,670	$2,394 291 $2,550 $2,200	$2,296 168 $2,480 $2,090

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.

The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

'URING ■ INDUSTRIAL							GOV'T ■ NONPROFIT		
ectrical &[1] lectronic h. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Nonprofit Orgs. & Educational Institutions
'39 13	$1,787 19	$1,867 3	$1,655 3	$1,840 57 $2,000 $1,720	$1,835 1	$1,762 29 $1,917 $1,583	$1,454 9	$1,593 34 $1,730 $1,483	$1,375 3
04 7	$1,734 23 $2,208 $1,333	$1,797 7		$1,874 12	$1,310 3	$1,839 14	$1,480 7	$1,724 4	$1,353 3
04 8	$1,906 4	$1,750 2	$2,000 4	$2,109 15	$1,667 6	$2,015 6	$1,350 2	$1,773 1	$1,833 2
05 18	$1,660 17	$1,694 9	$1,755 7	$1,930 12	$2,000 1	$1,633 8	$1,268 2	$1,600 1	
	$1,576 1			$1,867 2	$1,600 1		$1,484 2	$1,708 1	
42 4	$1,514 3				$1,100 1	$1,625 3	$1,199 1	$1,408 4	$1,480 7
62 3	$1,760 4	$1,759 2			$2,291 1		$1,542 1	$1,456 4	$1,086 4
33 1	$2,050 4	$1,813 2		$2,382 10	$2,133 5	$2,057 4	$1,691 2	$1,500 1	
70 3	$2,425 1				$2,450 3	$3,100 1	$2,225 2		
85 53 75 00	$1,730 71 $2,165 $1,445	$1,758 23 $2,000 $1,500	$1,803 14	$1,897 98 $2,090 $1,715	$1,625 14	$1,781 60 $2,083 $1,500	$1,433 24 $1,583 $1,199	$1,584 49 $1,800 $1,346	$1,398 19
22 514 16 83	$2,258 117 $2,583 $1,500	$2,389 79 $2,550 $2,200	$2,280 48 $2,550 $2,000	$2,512 260 $2,850 $2,100	$2,142 104 $2,500 $1,808	$2,290 266 $2,500 $1,969	$1,868 398 $2,178 $1,559	$1,793 108 $2,100 $1,511	$1,940 22 $2,550 $1,133

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL				
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers[2] & Business Machines
Aerospace & Aeronautical Engineering			$2,666 1	$2,322 105 $2,491 $2,150	$2,281 9	$1,853 3		$2,488 2
Chemical Engineering	$2,000 1			$2,272 9	$2,610 4	$2,485 3	$2,453 115 $2,550 $2,325	$2,343 2
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)		$1,750 1	$2,204 2	$2,384 6	$1,979 4	$1,987 74 $2,183 $1,755	$2,228 2	$2,350 1
Electrical Engineering (incl. Computer Engrg.)	$2,084 2	$1,889 3	$2,293 27 $2,500 $2,000	$2,383 383 $2,565 $2,167	$2,418 52 $2,575 $2,250	$2,348 17	$2,494 29 $2,730 $2,330	$2,385 78 $2,500 $2,250
Geological Engineering						$1,950 2		
Industrial Engineering	$2,097 8	$1,918 1	$1,508 1	$2,271 30 $2,450 $2,100	$2,287 11	$2,250 4	$2,352 38 $2,425 $2,250	$2,237 13
Mechanical Engineering		$2,063 2	$2,140 5	$2,337 207 $2,500 $2,200	$2,296 92 $2,500 $2,083	$2,156 24 $2,425 $1,580	$2,426 59 $2,575 $2,335	$2,303 12
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)				$2,246 9	$2,359 10		$2,343 7	
Mining & Mineral Engineering								
Nuclear Engineering (incl. Engrg. Physics)				$2,383 1		$2,250 1	$2,367 3	
Petroleum Engineering		$2,000 1	$2,800 1		$2,300 1			
Engineering Technology		$1,513 2	$2,825 1	$2,208 69 $2,383 $2,000	$2,180 7	$2,015 11		$2,230 3
Agricultural Sciences		$1,161 3	$1,372 3		$1,250 1	$1,300 1	$2,042 3	
Allied Health Professions			$1,246 2				$2,070 1	
Biological Sciences	$1,791 1				$1,500 1		$2,246 4	
Chemistry			$1,525 2	$2,318 1			$2,206 8	
Computer Science	$2,039 13	$1,834 17	$2,115 45 $2,500 $1,648	$2,220 109 $2,500 $1,908	$2,088 7	$2,040 2	$2,309 13	$2,202 52 $2,417 $1,966
Mathematics		$1,821 5	$1,921 4	$2,181 13	$1,500 1		$1,416 1	$1,962 5
Other Physical & Earth Sciences			$1,290 1	$2,271 6	$2,250 1		$1,933 8	

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.

ctrical & ectronic & Equip.	Food & Beverage Processing	Glass Paper Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research & or Consulting Organizations	Utilities—Public (incl. Transportation)	GOV'T ■ NONPROFIT Federal Government	Local/State Government	Nonprofit Orgs & Educational Institutions
46 9						$1,833 1	$1,965 12		$2,417 1
81 14	$2,472 28 $2,583 $2,370	$2,444 23 $2,550 $2,333	$2,435 2	$2,514 48 $2,633 $2,256	$2,308 4	$2,389 6	$1,882 8	$2,100 1	
52 5		$2,267 3	$2,056 3	$2,540 16	$2,021 33 $2,180 $1,900	$2,054 23 $2,316 $1,829	$1,880 15	$1,789 74 $1,969 $1,600	
165 268 33 08	$2,443 9	$2,499 8	$2,381 6	$2,496 23 $2,625 $2,375	$2,510 22 $3,033 $2,333	$2,365 112 $2,500 $2,190	$1,880 218 $2,208 $1,559	$1,983 14	$2,363 5
					$1,875 1	$2,425 1	$1,977 3		
278 22 26 01	$2,416 24 $2,583 $2,197	$2,279 16	$2,306 8	$2,600 1	$2,060 5	$2,258 15	$1,834 18		$2,921 1
312 99 175 100	$2,298 33 $2,500 $2,227	$2,412 24 $2,500 $2,292	$2,288 15	$2,462 45 $2,675 $2,100	$2,284 8	$2,352 54 $2,500 $2,210	$1,879 79 $2,100 $1,559	$1,819 5	$1,700 1
386 10		$2,213 2	$2,370 6	$2,500 1	$2,100 1	$2,450 1	$1,900 4		
165 3				$2,250 1	$2,200 3	$2,337 12	$1,897 3		
700 1				$2,742 68 $2,925 $2,350		$2,700 1			
144 24 846 900	$2,500 2			$2,840 4	$1,500 1	$2,155 3	$1,846 2	$2,011 4	
	$1,540 16			$2,525 1	$1,000 1		$1,099 1	$1,341 1	$1,063 2
000 1						$2,295 1	$1,583 1	$1,340 1	$1,762 1
					$1,500 1	$1,470 3		$1,250 1	
	$2,325 3			$2,025 4	$2,000 1			$1,646 1	$1,317 2
247 56 58 76	$1,862 2	$2,305 3	$2,143 8	$2,255 44 $2,547 $2,088	$2,052 20 $2,375 $1,808	$2,153 33 $2,500 $1,833	$1,907 20 $2,241 $1,633	$1,409 4	$1,952 8
58 1				$2,396 2	$1,917 1		$1,507 9	$2,000 1	$1,700 1
04 1				$1,900 2	$1,725 2		$1,637 5	$1,080 1	

AVERAGE MONTHLY SALARY OFFERS

Master's Candidates-Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers: January 1986	Number of Offers: January 1985	Average $ Offers: January 1986	Average $ Offers: July 1985	Percent Change in $ Offers from July 1985	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Business								
Accounting	145	165	$2,097	$2,055	2.0%	$2,500	$2,100	$1,708
MBA—Nontechnical Undergraduate								
Less than 1 year	156	192	2,180	2,382	− 8.5	2,500	2,186	1,667
Over 1 to 2 years[2]	45	30	2,357	2,690	−12.4	3,147	2,316	1,700
Over 2 to 4 years[2]	20	19	2,399	2,840	−15.5	3,000	2,275	1,900
Over 4 years[2]	10	23	2,275	2,845	*	*	*	*
MBA--Technical Undergraduate								
Less than 1 year	23	39	2,487	2,537	− 2.0	2,917	2,425	2,157
Over 1 to 2 years[2]	8	6	2,384	2,812	*	*	*	*
Over 2 to 4 years[2]	6	2	2,794	2,934	*	*	*	*
Over 4 years[2]	†	6	†	2,913	†			
MS—Business (incl. Management, Marketing, Finance, etc.)	19	29	2,360	2,454	*	*	*	*
Administration (incl. Public, Hospital, etc.)	1	12	1,750	2,223	*	*	*	*
Industrial Mgmt. (incl. Industrial Admin.)	3	4	2,497	2,405	*	*	*	*
Humanities and Social Sciences								
Humanities	10	13	1,510	1,514	*	*	*	*
Social Sciences	8	35	1,552	1,771	*	*	*	*
Engineering								
Chemical	14	18	2,578	2,596	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	31	59	2,407	2,363	1.9	2,817	2,366	2,125
Electrical (incl. Computer Engrg.)	89	203	2,804	2,727	2.8	3,000	2,833	2,541
Industrial	6	19	2,675	2,469	*	*	*	*
Mechanical	57	77	2,699	2,621	3.0	3,000	2,700	2,275
Metallurgical (incl. Metallurgy & Ceramic Engrg.)[3]	6	12	— 2,589	2,517	*	*	*	*
Nuclear (incl. Engrg. Physics)	†	7	†	2,582	†			
Sciences								
Chemistry	3	6	2,403	2,177	*	*	*	*
Computer Science	52	90	2,633	2,584	1.9	3,000	2,708	2,075
Geology & Related Geological Sciences	11	37	2,397	2,572	*	*	*	*
Mathematics	8	6	2,441	2,337	*	*	*	*
	731	1,109						

Doctoral Candidates

Engineering								
Chemical	30	18	$3,506	$3,405	3.0%	$3,700	$3,500	$3,333
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	1	2	2,166	2,507	*	*	*	*
Electrical (incl. Computer Engrg.)	19	18	3,688	3,542	*	*	*	*
Mechanical	10	9	3,572	3,168	*	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg. / Science & Ceramics)[3]	11	8	3,564	3,260	*	*	*	*
Sciences								
Chemistry	23	33	3,011	3,032	− 0.7	3,400	3,142	1,750
Mathematics (incl. Operations Research, Statistics, & Actuarial Science)	1	4	2,851	2,977	*	*	*	*
Physics	21	12	3,522	3,176	10.9	4,000	3,667	2,917
	116	104						

[1] One year or less of full-time, nonmilitary employment unless otherwise indicated.
[2] Years of previous full-time, nonmilitary employment.
* Not computed for fewer than 20 offers.
† No offers reported.
[3] Previously reported under "Sciences" heading.

OCCUPATIONAL CLASSIFICATION DEFINITIONS

ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS

Accountants & Auditors - Includes occupations primarily concerned with planning and administering accounting services, advising on accounting problems, and planning and conducting audits of accounts of industrial, governmental, and other organizations and private individuals.

Business Administration - Includes all nontechnical positions of a management and management-support nature such as administrative assistant, purchasing agent, secretaries (4-year degree), etc. Supervisors of production occupations are classified under Production Occupations.

Financial Analysts - [Formerly Finance & Economics on which December 1984 and July 1985 data are based.] Includes occupations involving examining, analyzing, and interpreting financial data affecting investment programs. May perform research and make analyses relative to losses and adverse financial trends and suggest remedial measures.

Management Trainee - Performs duties under direction of experienced personnel to gain knowledge and experience required for promotion to managerial position.

Personnel & Labor Relations - Includes occupations primarily concerned with implementing management policies related to personnel administration and labor relations by performing activities such as representing management or labor in collective bargaining procedures, participating in programs of recruitment, selection, placement, training, compensation, and promotion and separation, and conducting vocational training, rehabilitation, and other employment development programs.

COMPUTER & MATHEMATICAL OCCUPATIONS

Computer Programmers - [Formerly included under the combined category of EDP Programming Systems. It is now presented as a separate category.] Includes occupations concerned with writing specific programs by breaking down each step into a series of coded instructions using one of the languages developed especially for computers. Also includes testing the operation of the programs, and preparing instruction sheets for the computer operator who will run the programs.

Computer Scientists (incl. Systems Analysts) - [Formerly included under the combined category of EDP Programming Systems on which December 1984 and July 1985 data are based.] Includes occupations concerned with utilization of the computer in the analysis and solution of business, scientific, engineering, and other technical problems. Includes analyzing computer systems, and providing advice on availability and use of electronic data-processing resources, capabilities, and technological development.

Mathematicians/Statisticians - Includes occupations concerned with the development of methodology in mathematical concepts, mathematical statistics, and the application of original and standardized mathematical techniques to the solution of specific problems and situations. Includes the use of statistical tools for planning and conducting surveys and censuses, developing questionnaires, evaluating reliability of sources of data, preparing tables and graphs, and writing reports on sources of data. Also includes positions involving the application of mathematics, probability, statistics, principles of finance and business to problems in life, health, social, and casualty insurance, annuities, and pensions.

MARKETING & SALES OCCUPATIONS

Advertising/Marketing - [December 1984 and July 1985 data are from the former category Merchandising/Sales Promotion.] Includes occupations concerned with planning, organizing, and directing advertising activities as well as occupations involving soliciting business for display or classified advertising, selling art work to advertising agencies or individual firms for use in composing advertising material, and selling advertising time on radio and television programs. Also includes occupations concerned with formulating marketing policies, identification of target markets, conducting market research, and directing sales activities of an organization.

Retail/Wholesale Sales - [December 1984 and July 1985 data are from former category Sales—Non-technical.] Includes occupations concerned with selling commodities in wholesale and retail establishments as well as occupations involving selling products of manufacturers to wholesale and retail establishments.

Technical Sales - Includes occupations concerned with sales activities requiring specialized knowledge of the technology of the composition, utilization, and maintenance of the goods or equipment sold, selling scientific and technical products and services of a chemical, mechanical, electrical, or electronic nature or light, heat, and power services, advising customers on the application, installation, and operation of technical equipment, and preparing or arranging for preparation of financial and operational estimates to show cost reduction or efficiency increase resulting from proposed changes in materials, machines, or methods.

ALL OTHER OCCUPATIONS

Communications Occupations - Includes occupations involving editing, writing, reporting news items and features, announcing, and publishing of all types. It also includes occupations involving promoting or creating goodwill for individuals or organizations by writing or selecting favorable material and releasing it through various communications media. Not included is public relations work involved with marketing a product or service. Those occupations would be classified in the category of Advertising/Marketing.

Engineers (Engineering Degree Required) - Includes occupations concerned with the application of physical laws and principles of engineering for the development and utilization of machines, materials, instruments, processes, and services. Engineering technologists are also included in this group.

Farm & Natural Resources Management - Includes agriculture and food scientists involved in the application of scientific principles to problems related to food and fibre, and horticulture. Also includes forestry and conservation scientists involved in the development, production, conservation, and utilization of the natural resources of forests, protection of resources against fire, insects, diseases, floods, and erosion; discovery and interpretation of principles and facts upon which the management of forest land rests; and development of new, improved, or more economic scientific methods, practices, techniques, and instruments necessary to perform such work.

Health-Related Occupations - Includes occupations in the allied medical professions such as physical, occupational, music, and speech therapists; also medical technologists, medical laboratory assistants, and nurses (4-year degree).

Insurance & Real Estate Occupations - Includes occupations involving selling life, endowment, fire, accident, and other types of insurance to clients, and determining if applicants are good risks. This group also includes occupations involving renting, buying, selling, and appraising property on behalf of clients.

Production Occupations - [Formerly Manufacturing &/or Industrial Operations on which December 1984 and July 1985 data are based.] Includes occupations concerned with actual production operations, such as production planning, scheduling, expediting, or quality control. It also includes occupations concerned with the supervising of these functions.

Researchers-Nonscientific - Includes occupations involving research in nonscientific areas such as opinion research, media and editorial research, and paralegal positions.

Researchers-Scientific - Includes occupations concerned with the application of scientific knowledge to the conduct of research and development.

Social Workers & Recreational Workers - [Formerly Community & Service Organizations Work on which December 1984 and July 1985 data are based.]

(Continued)

Includes occupations involving counseling and giving aid to individuals and families requiring assistance of social service agencies. Also included are occupations involving organizing and supervising social, recreational, and cultural activities.

Transportation & Distribution Occupations - Includes occupations concerning the operating and controlling of equipment used to transport people or materials using vehicles. It includes actual delivery, physical transportation, warehousing, and storage. Includes such positions as utilities dispatchers, flight attendants, pilots, traffic controllers, distribution managers, and traffic managers.

EMPLOYER CLASSIFICATION DEFINITIONS

BUSINESS

Accounting - Includes firms engaged primarily in public accounting.

Banking, Finance, & Insurance - Includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents, and brokers, and real estate agencies, title companies, and developers are also included.

Merchandising & Services - Includes establishments engaged in services other than manufacturing products. Examples are: retail/wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

MANUFACTURING

Aerospace - Includes establishments primarily engaged in manufacturing guided missiles and space vehicles and other aerospace equipment and related components. Research and development and other services on or for guided missiles and space vehicles are included in this industry.

Automotive & Mechanical Equipment - Includes establishments primarily engaged in manufacturing or assembling passenger automobiles, trucks, commercial cars and buses, and special purpose motor vehicles. Manufacturers of parts and accessories for this equipment are also included. Also included are establishments engaged in manufacturing machinery and equipment powered by built in or detachable motors with the exception of electrical household appliances. Included are: engines and turbines, farm and garden machinery and equipment, construction machinery and equipment, industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating, and ventilation equipment.

Building Materials Mfrs. & Construction - Includes establishments primarily engaged in the construction of dwellings, office buildings, stores, farm buildings, and other projects of a similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, etc.) are included. Establishments engaged in the manufacture of building materials also belong in this category.

Chemicals, Drugs, & Allied Products - Includes establishments producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Computers & Business Machines - Includes establishments primarily engaged in manufacturing electronic computers and peripheral equipment intended for use in electronic computer systems. Electronic computer systems contain high-speed arithmetic and program control units, on-line information storage devices, input/output equipment, terminals, data communication devices, and punched card equipment. In addition to providing technical manuals necessary for the operation and maintenance of the equipment, establishments in this industry usually furnish general-purpose computer programs and basic operating systems programs needed for effective use of the computer system. Establishments primarily engaged in manufacturing desk calculators, cash registers, accounting machines, and similar equipment are also to be included in this category.

Electrical & Electronic Machinery & Equipment (incl. Communications Equipment) - Includes establishments engaged in manufacturing machinery, apparatus, and supplies for the generation, storage, transmission, transformation, and utilization of electrical energy. This category also includes manufacturers of electronic communication and detection equipment, as well as electronic components—more specifically, electronic radio, telephone, telegraph, and television equipment and components, semiconductors, and circuits. The manufacture of household appliances is included in this group, but industrial machinery and equipment powered by built in or detachable electric motors is classified in Automotive and Mechanical Equipment.

Food & Beverage Processing - Includes establishments manufacturing or processing foods and beverages for human consumption, and certain related products, such as tobacco, manufactured ice, chewing gum, vegetable and animal fats and oils, and prepared feeds for animals and fowls.

Glass, Paper, Packaging, & Allied Products - Includes manufacturers of: 1) glass containers, flat glass, glassware, and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products - Includes establishments engaged in the smelting and refining of ferrous and nonferrous metals from ore, pig, or scrap; in the rolling, drawing, and alloying of ferrous and nonferrous metals; in the manufacture of castings and other basic products of ferrous and nonferrous metals; and in the manufacture of nails, spikes, and insulated wire and cable.

Petroleum & Allied Products (incl. Natural Gas) - Includes establishments primarily engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. This group also includes establishments engaged in petroleum refining, manufacturing paving and roofing materials, and compounding lubricating oils and greases from purchased materials.

Research &/or Consulting - Includes establishments primarily engaged in laboratory or other physical research and development on a contract or fee basis. Also included are establishments primarily engaged in furnishing a wide variety of general or specialized consulting services in any field. Include engineering firms where design and construction are not part of the firm's responsibilities. Not included are research and development laboratories of companies which manufacture the products developed from their research activities. These are classified the same as the manufacturing establishments they serve.

Utilities—Public (incl. Transportation) - Includes establishments engaged in the generation, transmission, and/or distribution of electricity or gas or steam. Such establishments may be combinations of any of the above three services. Also included are establishments providing transportation (trucking, railroads, airlines, package delivery, shipping [water]).

GOVERNMENT & NONPROFIT

Federal Government - Includes all Federal agencies and civilian positions with the armed services.

Local/State Government - Includes all township, county, city, and state government positions.

Nonprofit & Educational Institutions - Includes nonprofit organizations of all types no matter what the service or product. It also includes establishments furnishing formal academic or technical courses, correspondence schools, commercial and trade schools, and libraries.

The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

A3940-24 4/86

CPC Salary Survey

A study of 1985-1986 beginning offers / March 1986

Now, more than ever, there is reason to be optimistic about the economic expansion's durability. The stock market boom and declining interest rates are boosting consumer spending, homebuilding, and capital investment. These pluses, all shaping up at the same time, will undoubtedly benefit the economy. Everything appears in place to sustain the current upward momentum.

That momentum is reflected in this March report. Most disciplines continued to record measured gains in starting rates since the year-end report in July. Of the 21 disciplines at the bachelor's level with a sufficient number of offers to allow meaningful comparisons, 15 registered increases in starting salary averages since July. Six disciplines are still below last year's closing figures.

While the collapse of oil prices has jolted domestic petroleum producers, it has not yet had an effect on starting rates of petroleum engineering graduates. Offers in this category have made steady progress this year and continue to top the salary chart, registering a particularly strong 6.9 percent increase since the July closing report. The current average is $2,762 per month.

Although chemical engineering experienced a drop in the number of reported offers compared with a year ago, the starting salary has not been adversely affected. The monthly average rose 3.8 percent since July to $2,459.

Electrical engineering shook off the sluggishness in starting rates reported earlier this year. The monthly average increased 1.5 percent to $2,317.

Most disciplines registered gains of more than 1 percent to 3 percent. Two disciplines, computer science and accounting, recorded slightly better than average increases. Computer science rose 4.8 percent since July, bringing the monthly salary average to $2,181. Accounting, at $1,767 per month, reported a 4.1 percent gain and was one of the few disciplines with the same number of offers as a year ago.

The other business disciplines split the ticket. Marketing and distribution registered a 2.5 percent gain in starting salary, while business administration fell short both in volume of offers and dollar value of offer. At $1,628 per month, this category remains slightly below the year-end figure reported in July.

At the master's level, the number of offers was also below last year's figure. In terms of starting salaries, the engineering disciplines fared best, with all reporting gains since the July report.

Similar to the bachelor's level, the two master's disciplines experiencing slightly higher than average salary increases were computer science and accounting. Computer science registered a 5.7 percent gain, bringing the monthly average to $2,730. Accounting showed a healthy 4.4 percent increase to $2,146 per month.

The March report covers the period from September 1, 1985, through March 7, 1986. The data include offers made to students graduating between September 1, 1985, and August 31, 1986. The 183 placement offices at the 161 participating colleges and universities reported 12,439 bachelor's offers, 1,454 offers to inexperienced and 227 offers to experienced master's degree candidates, and 202 doctoral offers.

Additional copies of this report may be obtained for $1.50 each.

Judith O'Flynn Kayser
Manager, Statistical Services

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 183 placement offices at 161 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers March 1986	Number of Offers March 1985	Average $ Offers March 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	3,268	3,269	$1,767	$1,697	4.1%	$1,975	$1,750	$1,583
Business Administration & Mgmt.	574	1,081	1,628	1,636	— 0.5	2,075	1,584	1,250
Management Information Systems	284	N/A	1,895	N/A	N/A	2,250	1,950	1,435
Marketing & Distribution	577	583	1,587	1,548	2.5	1,916	1,583	1,250
Humanities and Social Sciences								
Economics[1]	116	130	1,625	1,729	— 6.0	2,041	1,584	1,200
Humanities	126	246	1,464	1,461	0.2	1,917	1,417	1,100
Social Sciences	174	314	1,460	1,545	— 5.5	1,966	1,417	1,000
Engineering								
Aerospace & Aeronautical	215	192	2,274	2,230	2.0	2,513	2,300	1,950
Chemical	579	724	2,459	2,369	3.8	2,608	2,500	2,256
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	507	395	2,007	1,969	1.9	2,375	1,986	1,750
Electrical (incl. Computer Engrg.)	2,510	3,416	2,317	2,283	1.5	2,554	2,375	1,930
Geological	12	28	2,105	2,105	*	*	*	*
Industrial	421	435	2,248	2,191	2.6	2,500	2,292	1,930
Mechanical	1,391	1,873	2,307	2,259	2.1	2,550	2,340	2,000
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	81	96	2,319	2,279	1.8	2,500	2,350	2,140
Mining & Mineral	3	15	1,844	2,190	*	*	*	*
Nuclear (incl. Engrg. Physics)	38	36	2,277	2,283	— 0.3	2,499	2,329	1,933
Petroleum	168	186	2,762	2,583	6.9	2,900	2,833	2,400
Engineering Technology	219	289	2,184	2,137	2.2	2,400	2,225	1,800
Sciences								
Agricultural Sciences	78	83	1,580	1,474	7.2	2,100	1,500	1,126
Allied Health Professions	11	91	1,644	1,780	*	*	*	*
Biological Sciences	16	40	1,617	1,433	*	*	*	*
Chemistry	43	58	1,959	1,897	3.3	2,375	2,040	1,400
Computer Science	887	1,250	2,181	2,082	4.8	2,500	2,208	1,833
Mathematics	95	99	2,017	2,047	— 1.5	2,500	2,083	1,485
Other Physical & Earth Sciences	46	66	1,909	1,945	— 1.9	2,415	2,100	1,167
	12,439	14,995						

N/A — No historic data available

* Not computed for fewer than 20 offers.

[1] Includes economics programs with both business and social science orientation.

Participating Placement Offices

Akron
Alabama A & M
Arizona
Arizona State
Arkansas - Fayetteville
Auburn

Baylor
Bentley
Boston
Bridgeport
Brigham Young
Brown
Bucknell

Calif. Inst. Tech.
California - Los Angeles
Calif. Poly State - San Luis Obispo
California State
—Chico
—Fresno
—Long Beach
—Sacramento
Calif. State Poly - Pomona
Carnegie-Mellon
Case Western Reserve
Cedar Crest
Chicago - Grad Sch. of Bus.
City Univ. NY
—Bernard M. Baruch College
—City College
—Hunter College
Clemson
Cleveland State
Colorado

Colorado Mines
Colorado State
Columbia
Columbia - Grad Sch. of Bus.
Connecticut
Cornell

Dartmouth
Delaware
Denver
Detroit
Duke
Duke - Fuqua Sch. of Bus.

East Texas State

Fairleigh Dickinson - Teaneck
Florida A & M

George Washington
Georgia
Georgia Tech
Grambling State
Grove City

Houston

Idaho
IIT (Ill. Inst. Tech.)
Illinois at Chicago
Illinois - Urbana
—Engineering
—Commerce, Business
Indiana
IUP - Indiana, PA
Iowa
Iowa - Engineering

Iowa State
—Engineering
—Science, Humanities

Jackson State
Johnson & Wales

Kansas
—Arts
—Business
—Engineering
Kansas State
Kentucky

Lafayette
Lamar
Lehigh
Lincoln (PA)
Louisiana Tech

Maine - Orono
Mary Washington
MIT (Mass. Inst. Tech.)
MIT - Sloan Management
Mass. - Amherst
Memphis State
Michigan
—Ann Arbor Engineering
—Ann Arbor - Grad Sch. of Bus.
—Dearborn
Michigan State
Michigan Tech
Minnesota - Sch. of Management
Mississippi
Mississippi State
Missouri
—Columbia Engineering
—Kansas City
—Rolla
—St. Louis
Montana
Montana State
Mount Holyoke

Nebraska - Lincoln
Nevada - Reno
New Jersey Tech
New Mexico
New Mexico State
NYU - Grad Sch. of Bus.
North Carolina
—Chapel Hill
—Greensboro
North Carolina A & T State
North Dakota
North Texas State
Northern Arizona
Northern Colorado
Northwestern
Northwestern
—Kellogg Grad Sch.

Ohio
Ohio State
—Administrative
—Arts
—Engineering
Oklahoma
Oklahoma State
—Engineering
—Univ. Placement
Oregon
Oregon State

Penn
Penn - Wharton Grad Sch.
Penn State
Penn State - Capitol Campus
Pittsburgh
Polytechnic Institute of NY
Portland State
Princeton
Purdue

Rensselaer
Rhode Island
Rochester
Rochester - Grad Sch. of Mgmt.
Rutgers
—Camden Arts, Science
—New Brunswick

San Diego State
San Jose State
South Dakota Mines
South Florida
Southern California
Southern Calif. - Grad Bus.
Southern Illinois
—Carbondale
—Edwardsville
Southern Methodist
Southern Univ. - Baton Rouge
Southwest Missouri State
Stanford
SUNY - Buffalo

Tennessee Knoxville
Tennessee State
Texas A & I
Texas A & M

Texas Tech
Texas
—Arlington
—Austin Bus. Admin.
—Austin Engineering
—El Paso
Toledo
Tulane

Union
Utah
Utah State

Vanderbilt
Vanderbilt - Owen Grad Sch.
Villanova
Virginia
Virginia - Colgate Darden
Virginia State
Virginia Tech

Wake Forest
Wake Forest - Babcock Grad Sch.
Washington
Washington State
Washington Univ. - Sch. of Bus.
Wayne State
West Virginia
Western Washington
Williams
Wisconsin - Madison
—Arts
—Business
—Engineering
Worcester Poly.

Yale - Org. & Mgmt.

AVERAGE MONTHLY SALARY OFFERS

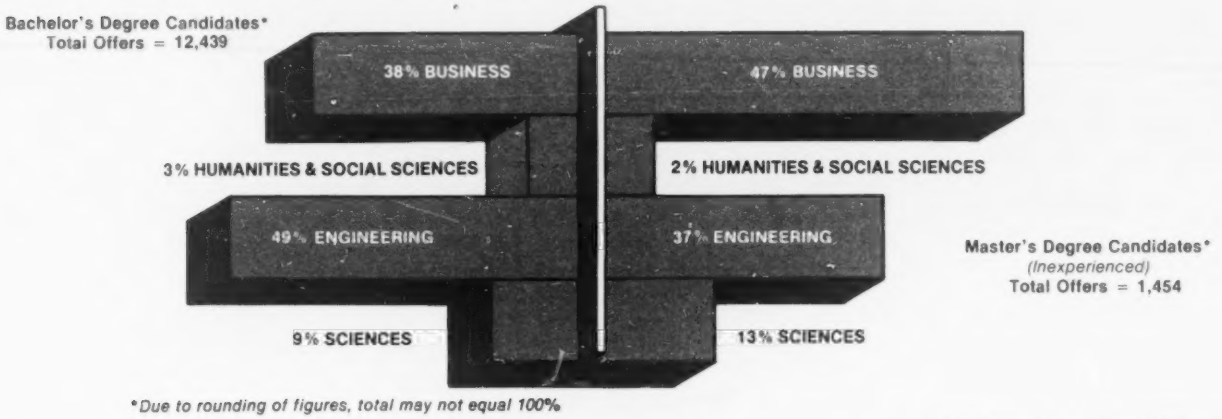
Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Occupational Title For All Types of Employers	Number of Offers March 1986	Number of Offers March 1985	Average $ Offers March 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Administrative & Management Occupations								
Accountants & Auditors	3,229	3,416	$1,768	$1,705	3.7%	$1,975	$1,750	$1,583
Business Administration	176	656	1,614	1,635	— 1.3	2,083	1,666	1,042
**Financial Analysts (*Finance & Economics*)	78	271	1,761	1,743	1.0	2,166	1,833	1,250
Management Trainee	745	N/A	1,621	N/A	N/A	2,145	1,541	1,200
Personnel & Labor Relations	39	75	1,598	1,680	— 4.9	2,000	1,600	1,100
Computer & Mathematical Occupations								
Computer Programmers	535	N/A	2,073	N/A	N/A	2,420	2,100	1,667
**Computer Scientists (incl. Systems Analysts) (*EDP-Programming/Systems*)	650	1,393	2,190	2,107	3.9	2,500	2,222	1,833
Mathematicians/Statisticians	57	59	1,899	1,938	—2.0	2,500	1,916	1,485
Marketing & Sales Occupations								
**Advertising/Marketing (*Merchandising/Sales Promotion*)	126	530	1,647	1,501	9.7	2,083	1,666	1,250
**Retail/Wholesale Sales (*Sales—Nontechnical Degree*)	375	432	1,618	1,593	1.6	1,954	1,600	1,250
Technical Sales	126	55	1,769	2,167	—18.4	2,335	1,671	1,333
All Other Occupations								
Communications Occupations	53	133	1,648	1,635	0.8	2,283	1,620	1,126
Engineers (Engrg. Degree Required)	5,898	7,157	2,306	2,265	1.8	2,567	2,350	1,930
Farm & Natural Resources Mgmt.	26	37	1,640	1,466	11.9	2,291	1,475	1,126
Health-Related Occupations	22	108	1,503	1,704	—11.8	2,070	1,470	1,166
Insurance & Real Estate Occupations	52	N/A	1,676	N/A	N/A	2,083	1,623	1,400
**Production Occupations (*Manufacturing &/or Industrial Operations*)	84	218	1,979	2,082	— 5.0	2,416	2,056	1,300
Researchers—Nonscientific	24	55	1,701	1,882	— 9.6	2,100	1,653	1,167
Researchers—Scientific	88	160	2,066	2,030	1.8	2,591	2,100	1,250
**Social Workers & Recreational Workers (*Community & Service Orgs. Work*)	28	61	1,336	1,268	5.4	1,806	1,325	962
Transportation & Distribution	28	N/A	1,742	N/A	N/A	2,167	1,775	1,167
	12,439	14,816#						

**Category name changed; the bracketed name indicates former category, on which historical data are based. See enclosed definitions.
N/A— No historic data available.
Total does not include the categories of Rotational Training—Technical and Nontechnical, which have been deleted from this year's report.

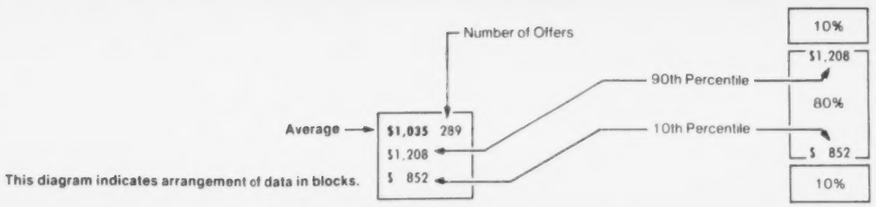
PROPORTION OF OFFERS BY CURRICULAR AREA



Due to rounding of figures, total may not equal 100%

Monthly beginning salary offers to all candidates by curriculum and employer

March 1986 ■ Data combined for men and women



The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

NONTECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL											GOVT ■ NONPROFIT		
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers[2] & Business Machines	Electrical &[1] Electronic Mach. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Nonprofit Orgs. & Educational Institutions
BACHELOR'S DEGREE																		
Accounting	$1,774 2,776 $1,975 $1,608	$1,596 49 $1,916 $1,300	$1,641 60 $1,915 $1,300	$1,768 20 $1,900 $1,625	$1,637 9	$1,407 6	$1,830 23 $2,083 $1,642	$1,910 12	$1,765 25 $1,900 $1,500	$1,792 26 $2,000 $1,445	$1,829 9	$1,696 5	$1,869 133 $2,000 $1,715	$1,846 4	$1,755 39 $1,953 $1,583	$1,488 24 $1,691 $1,200	$1,563 43 $1,730 $1,381	$1,483 5
Business Administration & Management	$1,858 10	$1,599 97 $2,083 $1,200	$1,510 220 $1,833 $1,200	$1,867 30 $2,208 $1,680	$1,753 10	$1,768 11	$1,889 18	$1,562 35 $1,975 $1,250	$1,762 23 $2,083 $1,333	$1,751 37 $2,208 $1,335	$1,810 12		$1,937 20 $2,100 $1,700	$1,503 5	$1,780 19	$1,405 15	$1,603 8	$1,415 4
Management Information Systems	$1,960 27 $2,208 $1,667	$1,756 42 $2,000 $1,417	$1,728 54 $2,200 $1,200	$2,067 18	$1,773 4	$1,950 2	$2,169 6	$1,938 25 $2,475 $1,500	$1,857 14	$1,946 7	$1,813 6	$2,000 4	$2,110 38 $2,300 $1,860	$1,796 10	$2,064 20 $2,400 $1,750	$1,350 2	$1,773 1	$1,519 4
Marketing & Distribution	$1,617 6	$1,410 22 $1,666 $1,000	$1,542 321 $1,833 $1,250	$1,704 6	$1,632 13	$1,742 9	$1,726 22 $1,910 $1,500	$1,575 36 $1,833 $1,416	$1,663 35 $1,910 $1,280	$1,653 31 $1,858 $1,450	$1,707 24 $1,850 $1,500	$1,643 9	$1,861 14	$1,625 4	$1,783 15	$1,340 6	$1,390 3	$1,583 1
Economics	$1,833 7	$1,600 30 $2,200 $1,250	$1,486 35 $1,833 $1,000	$1,800 2	$2,542 2	$1,520 1		$1,567 5	$1,300 2	$1,723 5	$1,708 2		$1,867 2	$1,783 16	$2,067 1	$1,440 4	$1,708 1	$1,200 1
Humanities	$1,979 2	$1,479 8	$1,427 66 $1,833 $1,100				$1,678 9	$1,398 4	$1,742 4	$1,386 4				$1,374 6	$1,594 4	$1,198 2	$1,446 5	$1,421 12
Social Sciences	$1,875 1	$1,456 12	$1,426 80 $1,667 $1,000	$1,824 5	$1,648 5	$1,417 1	$1,570 2	$1,342 2	$1,747 4	$1,574 12	$1,879 4			$1,608 6	$1,200 1	$1,317 8	$1,350 14	$1,311 17
MASTER'S DEGREE-INEXPERIENCED																		
MBA—Nontechnical Undergraduate Degree	$2,165 111 $2,417 $1,911	$2,340 73 $2,917 $1,710	$2,068 26 $2,404 $1,500	$2,168 2	$2,317 3	$1,667 1	$2,928 9	$2,475 4	$2,008 3	$2,466 15	$2,153 3		$2,337 15	$2,172 11	$2,155 6	$1,691 2	$1,500 1	$2,250 1
MBA—Technical Undergraduate Degree	$2,311 6	$2,726 7	$2,495 5	$2,125 2	$3,000 2		$2,420 1	$2,620 1	$2,627 4	$2,425 1			$2,709 4	$2,561 11	$3,100 1	$2,225 2		
BACHELOR'S SUMMARY																		
Nontechnical Curricula	$1,776 2,829 $1,980 $1,608	$1,598 260 $2,000 $1,200	$1,530 836 $1,900 $1,200	$1,871 81 $2,200 $1,666	$1,718 43 $2,000 $1,300	$1,680 30 $2,033 $1,417	$1,817 80 $2,167 $1,500	$1,671 119 $2,041 $1,333	$1,733 107 $2,010 $1,333	$1,716 122 $2,175 $1,400	$1,771 57 $2,000 $1,500	$1,737 18	$1,919 207 $2,138 $1,708	$1,682 51 $2,000 $1,100	$1,817 99 $2,175 $1,500	$1,413 61 $1,583 $1,199	$1,517 75 $1,773 $1,175	$1,393 44 $1,800 $1,042
Technical Curricula	$2,097 75 $2,292 $1,916	$1,867 85 $2,300 $1,458	$2,174 228 $2,517 $1,508	$2,338 1,585 $2,540 $2,141	$2,329 330 $2,550 $2,056	$2,077 297 $2,425 $1,792	$2,399 612 $2,555 $2,170	$2,295 337 $2,500 $2,050	$2,341 1,114 $2,516 $2,125	$2,268 170 $2,550 $1,583	$2,387 161 $2,550 $2,167	$2,297 105 $2,500 $2,083	$2,546 636 $2,850 $2,206	$2,206 209 $2,550 $1,820	$2,315 461 $2,500 $2,042	$1,866 670 $2,178 $1,559	$1,839 203 $2,100 $1,575	$1,883 42 $2,417 $1,167

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING & INDUSTRIAL				
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers[2] & Business Machines
Aerospace & Aeronautical Engineering			$2,666 1	$2,315 166 $2,517 $2,075	$2,281 9	$1,853 3		$2,405 3
Chemical Engineering	$2,000 1	$2,084 2		$2,295 12	$2,400 8	$2,458 5	$2,476 258 $2,558 $2,390	$2,223 4
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)		$1,750 1	$2,[illegible] 11	$2,362 11	$2,023 5	$1,997 171 $2,200 $1,800	$2,311 7	$2,350 1
Electrical Engineering (incl. Computer Engrg.)	$2,150 9	$2,091 9	$2,332 73 $2,517 $2,000	$2,390 702 $2,578 $2,167	$2,420 71 $2,595 $2,210	$2,335 29 $2,625 $1,930	$2,482 56 $2,650 $2,330	$2,381 156 $2,525 $2,250
Geological Engineering						$1,950 2		
Industrial Engineering	$2,153 20 $2,342 $1,925	$1,918 1	$2,211 8	$2,291 57 $2,470 $2,125	$2,318 22 $2,517 $2,166	$2,284 11	$2,369 52 $2,500 $2,275	$2,193 27 $2,459 $1,867
Mechanical Engineering		$1,958 3	$2,273 13	$2,333 324 $2,500 $2,200	$2,333 170 $2,550 $2,100	$2,170 45 $2,458 $1,600	$2,448 125 $2,625 $2,340	$2,326 22 $2,459 $2,250
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)				$2,262 15	$2,369 13		$2,353 8	
Mining & Mineral Engineering								
Nuclear Engineering (incl. Engrg. Physics)				$2,296 2		$2,250 1	$2,367 3	
Petroleum Engineering		$2,000 1	$2,800 1		$2,300 1		$2,250 2	
Engineering Technology		$1,513 2	$1,997 3	$2,221 92 $2,381 $2,025	$2,215 12	$2,012 22 $2,300 $1,712	$2,262 6	$2,157 6
Agricultural Sciences		$1,575 10	$1,382 10		$1,250 1	$1,300 1	$1,979 10	
Allied Health Professions			$1,246 2				$2,070 1	
Biological Sciences	$1,791 1		$1,583 1		$1,500 1		$2,047 5	
Chemistry			$1,517 3	$2,069 2			$2,009 24 $2,390 $1,400	
Computer Science	$2,091 41 $2,250 $1,958	$1,891 44 $2,300 $1,458	$2,207 95 $2,517 $1,750	$2,262 172 $2,500 $2,000	$2,214 14	$2,130 5	$2,272 44 $2,425 $2,150	$2,213 104 $2,450 $1,950
Mathematics	$1,791 3	$1,852 12	$1,787 5	$2,223 21 $2,400 $1,800	$1,775 2	$2,375 2	$1,661 2	$2,147 13
Other Physical & Earth Sciences			$1,270 2	$2,313 9	$2,250 1		$1,945 9	$2,125 1

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.

ectrical &[1] Electronic ch. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	GOVT & NONPROFIT: Federal Government	Local/State Government	Nonprofit Orgs. & Educational Institutions
267 11					$2,483 2	$1,833 1	$1,913 18		$2,417 1
430 30 558 300	$2,447 42 $2,575 $2,367	$2,461 39 $2,550 $2,333	$2,435 2	$2,560 140 $2,675 $2,367	$2,310 8	$2,380 11	$1,825 14	$2,000 3	
181 8	$2,450 1	$2,292 6	$2,104 4	$2,510 28 $2,725 $2,375	$2,003 41 $2,100 $1,850	$2,117 35 $2,381 $1,833	$1,871 27 $2,048 $1,559	$1,849 150 $2,000 $1,625	
375 609 525 208	$2,430 11	$2,445 26 $2,625 $2,310	$2,388 19	$2,468 90 $2,625 $2,300	$2,431 73 $2,633 $2,100	$2,367 213 $2,516 $2,200	$1,884 332 $2,233 $1,559	$2,004 20 $2,350 $1,575	$2,227 12
				$2,625 2	$1,750 2	$2,463 2	$1,977 3	$1,750 1	
262 61 500 108	$2,421 37 $2,525 $2,208	$2,338 27 $2,425 $2,200	$2,316 11	$2,469 3	$2,142 13	$2,272 26 $2,500 $2,101	$1,842 42 $1,983 $1,559	$1,450 1	$2,607 2
323 218 500 125	$2,314 41 $2,500 $2,227	$2,416 44 $2,625 $2,166	$2,298 32 $2,450 $2,150	$2,508 116 $2,675 $2,250	$2,187 15	$2,353 86 $2,500 $2,208	$1,893 129 $2,142 $1,559	$1,776 6	$2,035 2
391 11		$2,290 4	$2,337 21 $2,433 $2,150	$2,544 3	$2,100 1	$2,450 1	$1,900 4		
		$2,083 1		$2,250 1			$1,199 1		
230 4			$2,499 1	$2,250 1	$2,233 4	$2,368 18	$1,840 4		
700 1		$2,650 1		$2,778 159 $2,900 $2,423	$2,750 1	$2,700 1			
201 47 350 000	$2,403 3	$2,575 2	$2,045 3	$2,840 4	$1,500 1	$2,200 4	$2,030 5	$1,999 6	$1,875 1
	$1,679 28 $2,300 $1,300	$1,734 2		$2,525 1	$1,200 2		$1,239 7	$1,275 2	$1,177 4
000 1						$2,295 1	$1,534 2	$1,587 2	$1,494 2
		$ 900 1			$1,500 1	$1,478 4	$1,199 1	$1,250 1	
	$2,269 4			$1,997 6	$2,000 1			$1,646 1	$1,317 2
278 105 541 000	$1,935 3	$2,275 6	$2,154 12	$2,262 71 $2,450 $2,100	$2,187 37 $2,500 $1,808	$2,220 55 $2,500 $1,833	$1,904 59 $2,178 $1,486	$1,537 6	$1,827 14
446 7		$2,250 1		$2,269 4	$1,959 2	$2,539 3	$1,569 14	$1,733 3	$1,700 1
504 1		$2,300 1		$2,246 7	$1,550 5		$1,630 8	$1,080 1	$1,167 1

AVERAGE MONTHLY SALARY OFFERS

Master's Candidates-Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers March 1986	Number of Offers March 1985	Average $ Offers March 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	293	311	$2,146	$2,055	4.4%	$2,475	$2,167	$1,833
MBA—Nontechnical Undergraduate								
Less than 1 year	286	357	2,247	2,382	— 5.7	2,750	2,210	1,791
Over 1 to 2 years[2]	85	65	2,397	2,690	—10.9	2,916	2,350	1,833
Over 2 to 4 years[2]	63	54	2,657	2,840	— 6.4	3,333	2,666	1,917
Over 4 years[2]	40	51	2,580	2,845	— 9.3	3,333	2,646	1,791
MBA—Technical Undergraduate								
Less than 1 year	47	78	2,557	2,537	0.8	3,083	2,500	2,167
Over 1 to 2 years[2]	15	12	2,668	2,812	*	*	*	*
Over 2 to 4 years[2]	18	11	2,887	2,934	*	*	*	*
Over 4 years[2]	6	16	3,180	2,913	*	*	*	*
MS—Business (incl. Management, Marketing, Finance, etc.)	43	52	2,279	2,454	— 7.1	2,791	2,167	1,875
Administration (incl. Public, Hospital, etc.)	5	17	2,071	2,223	*	*	*	*
Industrial Mgmt. (incl. Industrial Admin.)	9	16	2,332	2,405	*	*	*	*
Humanities and Social Sciences								
Humanities	16	29	1,421	1,514	*	*	*	*
Social Sciences	17	50	1,580	1,771	*	*	*	*
Engineering								
Chemical	51	63	2,667	2,596	2.7	2,925	2,680	2,500
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	63	92	2,446	2,363	3.5	2,833	2,500	2,100
Electrical (incl. Computer Engrg.)	247	363	2,821	2,727	3.5	3,040	2,838	2,575
Industrial	23	34	2,694	2,469	9.1	3,000	2,583	2,417
Mechanical	133	181	2,699	2,621	3.0	3,000	2,700	2,330
Metallurgical (incl. Metallurgy & Ceramic Engrg.)[3]	22	17	2,678	2,517	6.4	3,050	2,667	2,480
Nuclear (incl. Engrg. Physics)	4	12	2,956	2,582	*	*	*	*
Sciences								
Chemistry	9	10	2,218	2,177	*	*	*	*
Computer Science	141	152	2,730	2,584	5.7	3,000	2,783	2,250
Geology & Related Geological Sciences	26	71	2,495	2,572	— 3.0	2,830	2,750	1,500
Mathematics	19	12	2,662	2,337	*	*	*	*
	1,681	2,126						

Doctoral Candidates

Engineering								
Chemical	44	52	$3,512	$3,405	3.1%	$3,792	$3,500	$3,333
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	5	7	3,121	2,507	*	*	*	*
Electrical (incl. Computer Engrg.)	35	37	3,769	3,542	6.4	4,330	3,800	3,080
Mechanical	18	23	3,501	3,168	*	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg. / Science & Ceramics)[3]	20	15	3,519	3,260	7.9	4,000	3,458	3,333
Sciences								
Chemistry	46	63	3,016	3,032	— 0.5	3,400	3,113	2,048
Mathematics (incl. Operations Research, Statistics, & Actuarial Science)	4	8	3,190	2,977	*	*	*	*
Physics	30	20	3,485	3,176	9.7	4,000	3,575	2,917
	202	225						

[1]One year or less of full-time, nonmilitary employment unless otherwise indicated.
[2]Years of previous full-time, nonmilitary employment.
[3]Previously reported under "Sciences" heading.
*Not computed for fewer than 20 offers.

OCCUPATIONAL CLASSIFICATION DEFINITIONS

ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS

Accountants & Auditors - Includes occupations primarily concerned with planning and administering accounting services, advising on accounting problems, and planning and conducting audits of accounts of industrial, governmental, and other organizations and private individuals.

Business Administration - Includes all nontechnical positions of a management and management-support nature such as administrative assistant, purchasing agent, secretaries (4-year degree), etc. Supervisors of production occupations are classified under Production Occupations.

Financial Analysts - [Formerly Finance & Economics on which December 1984 and July 1985 data are based.] Includes occupations involving examining, analyzing, and interpreting financial data affecting investment programs. May perform research and make analyses relative to losses and adverse financial trends and suggest remedial measures.

Management Trainee - Performs duties under direction of experienced personnel to gain knowledge and experience required for promotion to managerial position.

Personnel & Labor Relations - Includes occupations primarily concerned with implementing management policies related to personnel administration and labor relations by performing activities such as representing management or labor in collective bargaining procedures; participating in programs of recruitment, selection, placement, training, compensation, and promotion and separation; and conducting vocational training, rehabilitation, and other employment development programs.

COMPUTER & MATHEMATICAL OCCUPATIONS

Computer Programmers - [Formerly included under the combined category of EDP Programming Systems. It is now presented as a separate category.] Includes occupations concerned with writing specific programs by breaking down each step into a series of coded instructions using one of the languages developed especially for computers. Also includes testing the operation of the programs, and preparing instruction sheets for the computer operator who will run the programs.

Computer Scientists (incl. Systems Analysts) - [Formerly included under the combined category of EDP Programming Systems on which December 1984 and July 1985 data are based.] Includes occupations concerned with utilization of the computer in the analysis and solution of business, scientific, engineering, and other technical problems. Includes analyzing computer systems, and providing advice on availability and use of electronic data-processing resources, capabilities, and technological development.

Mathematicians/Statisticians - Includes occupations concerned with the development of methodology in mathematical concepts, mathematical statistics, and the application of original and standardized mathematical techniques to the solution of specific problems and situations. Includes the use of statistical tools for planning and conducting surveys and censuses, developing questionnaires, evaluating reliability of sources of data, preparing tables and graphs, and writing reports on sources of data. Also includes positions involving the application of mathematics, probability, statistics, principles of finance and business to problems in life, health, social, and casualty insurance, annuities, and pensions.

MARKETING & SALES OCCUPATIONS

Advertising/Marketing - [December 1984 and July 1985 data are from the former category Merchandising, Sales Promotion.] Includes occupations concerned with planning, organizing, and directing advertising activities as well as occupations involving soliciting business for display or classified advertising, selling art work to advertising agencies or individual firms for use in composing advertising material, and selling advertising time on radio and television programs. Also includes occupations concerned with formulating marketing policies, identification of target markets, conducting market research, and directing sales activities of an organization.

Retail/Wholesale Sales - [December 1984 and July 1985 data are from former category Sales—Non-technical.] Includes occupations concerned with selling commodities in wholesale and retail establishments as well as occupations involving selling products of manufacturers to wholesale and retail establishments.

Technical Sales - Includes occupations concerned with sales activities requiring specialized knowledge of the technology of the composition, utilization, and maintenance of the goods or equipment sold; selling scientific and technical products and services of a chemical, mechanical, electrical, or electronic nature or light, heat, and power services; advising customers on the application, installation, and operation of technical equipment; and preparing or arranging for preparation of financial and operational estimates to show cost reduction or efficiency increase resulting from proposed changes in materials, machines, or methods.

ALL OTHER OCCUPATIONS

Communications Occupations - Includes occupations involving editing, writing, reporting news items and features, announcing, and publishing of all types. It also includes occupations involving promoting or creating goodwill for individuals or organizations by writing or selecting favorable material and releasing it through various communications media. Not included is public relations work involved with marketing a product or service. Those occupations would be classified in the category of Advertising/Marketing.

Engineers (Engineering Degree Required) - Includes occupations concerned with the application of physical laws and principles of engineering for the development and utilization of machines, materials, instruments, processes, and services. Engineering technologists are also included in this group.

Farm & Natural Resources Management - Includes agriculture and food scientists involved in the application of scientific principles to problems related to food and fibre, and horticulture. Also includes forestry and conservation scientists involved in the development, production, conservation, and utilization of the natural resources of forests; protection of resources against fire, insects, diseases, floods, and erosion; discovery and interpretation of principles and facts upon which the management of forest land rests; and development of new, improved, or more economic scientific methods, practices, techniques, and instruments necessary to perform such work.

Health-Related Occupations - Includes occupations in the allied medical professions such as physical, occupational, music, and speech therapists; also medical technologists, medical laboratory assistants, and nurses (4-year degree).

Insurance & Real Estate Occupations - Includes occupations involving selling life, endowment, fire, accident, and other types of insurance to clients, and determining if applicants are good risks. This group also includes occupations involving renting, buying, selling, and appraising property on behalf of clients.

Production Occupations - [Formerly Manufacturing & or Industrial Operations on which December 1984 and July 1985 data are based.] Includes occupations concerned with actual production operations, such as production planning, scheduling, expediting, or quality control. It also includes occupations concerned with the supervising of these functions.

Researchers-Nonscientific - Includes occupations involving research in nonscientific areas such as opinion research, media and editorial research, and paralegal positions.

Researchers-Scientific - Includes occupations concerned with the application of scientific knowledge to the conduct of research and development.

Social Workers & Recreational Workers - [Formerly Community & Service Organizations Work on which December 1984 and July 1985 data are based.]

(Continued)

Includes occupations involving counseling and giving aid to individuals and families requiring assistance of social service agencies. Also included are occupations involving organizing and supervising social, recreational, and cultural activities.

Transportation & Distribution Occupations - Includes occupations concerning the operating and controlling of equipment used to transport people or materials using vehicles. It includes actual delivery, physical transportation, warehousing, and storage. Includes such positions as utilities dispatchers, flight attendants, pilots, traffic controllers, distribution managers, and traffic managers.

EMPLOYER CLASSIFICATION DEFINITIONS

BUSINESS

Accounting - Includes firms engaged primarily in public accounting.

Banking, Finance, & Insurance - Includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents, and brokers, and real estate agencies, title companies, and developers are also included.

Merchandising & Services - Includes establishments engaged in services other than manufacturing products. Examples are: retail wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

MANUFACTURING

Aerospace - Includes establishments primarily engaged in manufacturing guided missiles and space vehicles and other aerospace equipment and related components. Research and development and other services on or for guided missiles and space vehicles are included in this industry.

Automotive & Mechanical Equipment - Includes establishments primarily engaged in manufacturing or assembling passenger automobiles, trucks, commercial cars and buses, and special purpose motor vehicles. Manufacturers of parts and accessories for this equipment are also included. Also included are establishments engaged in manufacturing machinery and equipment powered by built-in or detachable motors with the exception of electrical household appliances. Included are: engines and turbines; farm and garden machinery and equipment; construction machinery and equipment; industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating, and ventilation equipment.

Building Materials Mfrs. & Construction - Includes establishments primarily engaged in the construction of dwellings, office buildings, stores, farm buildings, and other projects of a similar character. Additionally contractors of heavy construction (i.e., bridges, highways, dams, etc.) are included. Establishments engaged in the manufacture of building materials also belong in this category.

Chemicals, Drugs, & Allied Products - Includes establishments producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Computers & Business Machines - Includes establishments primarily engaged in manufacturing electronic computers and peripheral equipment intended for use in electronic computer systems. Electronic computer systems contain high-speed arithmetic and program control units, on-line information storage devices, input-output equipment, terminals, data communication devices, and punched card equipment. In addition to providing technical manuals necessary for the operation and maintenance of the equipment, establishments in this industry usually furnish general purpose computer programs and basic operating systems programs needed for effective use of the computer system. Establishments primarily engaged in manufacturing desk calculators, cash registers, accounting machines, and similar equipment are also to be included in this category.

Electrical & Electronic Machinery & Equipment (incl. Communications Equipment) - Includes establishments engaged in manufacturing machinery, apparatus, and supplies for the generation, storage, transmission, transformation, and utilization of electrical energy. This category also includes manufacturers of electronic communication and detection equipment, as well as electronic components—more specifically, electronic radio, telephone, telegraph, and television equipment and components, semiconductors, and circuits. The manufacture of household appliances is included in this group, but industrial machinery and equipment powered by built-in or detachable electric motors is classified in Automotive and Mechanical Equipment.

Food & Beverage Processing - Includes establishments manufacturing or processing foods and beverages for human consumption, and certain related products, such as tobacco, manufactured ice, chewing gum, vegetable and animal fats and oils, and prepared feeds for animals and fowls.

Glass, Paper, Packaging, & Allied Products - Includes manufacturers of: 1) glass containers, flat glass, glassware, and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products - Includes establishments engaged in the smelting and refining of ferrous and nonferrous metals from ore, pig, or scrap, in the rolling, drawing, and alloying of ferrous and nonferrous metals, in the manufacture of castings and other basic products of ferrous and nonferrous metals, and in the manufacture of nails, spikes, and insulated wire and cable.

Petroleum & Allied Products (incl. Natural Gas) - Includes establishments primarily engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. This group also includes establishments engaged in petroleum refining, manufacturing paving and roofing materials, and compounding lubricating oils and greases from purchased materials.

Research &/or Consulting - Includes establishments primarily engaged in laboratory or other physical research and development on a contract or fee basis. Also included are establishments primarily engaged in furnishing a wide variety of general or specialized consulting services in any field. Include engineering firms where design and construction are not part of the firm's responsibilities. Not included are research and development laboratories of companies which manufacture the products developed from their research activities. These are classified the same as the manufacturing establishments they serve.

Utilities—Public (incl. Transportation) - Includes establishments engaged in the generation, transmission, and/or distribution of electricity or gas or steam. Such establishments may be combinations of any of the above three services. Also included are establishments providing transportation (trucking, railroads, airlines, package delivery, shipping [water]).

GOVERNMENT & NONPROFIT

Federal Government - Includes all Federal agencies and civilian positions with the armed services.

Local/State Government - Includes all township, county, city, and state government positions.

Nonprofit & Educational Institutions - Includes nonprofit organizations of all types no matter what the service or product. It also includes establishments furnishing formal academic or technical courses: correspondence schools, commercial and trade schools, and libraries.

A3940-2 U 8/86

The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

CPC Salary Survey

A study of 1985-1986 beginning offers / Formal Report No. 3, July 1986

In college recruiting, this was the year of the haves and the have-nots. For many of the graduates who got job offers, the starting pay was higher than a year ago. But for others, a tighter job market made finding a position in their field difficult.

Apparently unsure about the economic outlook, employers scaled down the recruiting plans they outlined at the start of the 1985-86 season. This year-end *Salary Survey* report shows a substantial drop in the number of job offers to bachelor's-degree candidates since last July. While several factors unrelated to recruiting activity can affect the number of offers in a report, the drop this time was so dramatic that it undoubtedly reflects an actual slowdown in hiring. Hardest hit by the decline were several engineering disciplines, computer science, social sciences, and business administration.

On the bright side, starting salaries in nearly all engineering disciplines rose since last year—most by 2 percent to 3 percent. Petroleum engineering pay, again the highest of all disciplines, increased 6.5 percent to an average of $2,750 a month.

Graduates in two business categories also fared well in terms of salary. Marketing and distribution majors recorded a 3.8 percent gain, bringing the monthly average to $1,606. Accounting majors averaged $1,768, a 4.2 percent increase.

Liberal arts graduates received some of the best salary news. The average monthly pay for economics majors rose 8 percent to $1,867. For humanities grads, it jumped 10.1 percent to $1,608. Even social sciences majors, who found job opportunities somewhat limited this year, gained 8 percent for a monthly average of $1,665.

In all areas of engineering, women's salaries were the same as or slightly better than men's. However, except for allied health, women received lower salary offers in all disciplines of business, humanities and social sciences, and sciences.

At the master's level, graduates faced the same kind of market as their bachelor's-degree counterparts. Overall, the number of job offers fell below last July's level, while starting salaries rose in most disciplines.

MBA candidates with nontechnical undergraduate degrees advanced 6.2 percent to an average monthly salary of $2,529. Similarly, those with technical undergraduate degrees moved up 6.4 percent to $2,699. MBA's with previous work experience did particularly well this year. The average pay for most disciplines in this group increased anywhere from 5 percent to 10 percent.

The July 1986 report covers the period from September 1, 1985, through June 13, 1986. The data include offers made to students graduating between September 1 and August 31, as reported by the 183 placement offices at the 161 participating colleges and universities. In addition to the 32,965 offers to bachelor's-degree candidates, these placement offices reported 3,953 offers to inexperienced master's-degree candidates; 2,134 offers to MBA candidates with previous full-time, nonmilitary experience; and 525 offers to doctoral candidates.

Salary Survey reports are available only to CPC members and subscribers to the *Salary Survey* package. Additional copies of this report can be obtained for $2.00.

Judith O'Flynn Kayser
Manager, Statistical Services

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 183 placement offices at 161 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers July 1986	Number of Offers July 1985	Average $ Offers July 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	6,575	6,637	$1,768	$1,697	4.2%	$2,000	$1,750	$1,583
Business Administration & Mgmt.	1,934	3,627	1,638	1,636	0.1	2,083	1,583	1,250
Management Information Systems	607	N/A	1,903	N/A	N/A	2,280	1,950	1,417
Marketing & Distribution	1,835	1,955	1,606	1,548	3.8	1,950	1,583	1,250
Humanities and Social Sciences								
Economics[1]	743	695	1,867	1,729	8.0	2,416	1,792	1,375
Humanities	660	686	1,608	1,461	10.1	2,166	1,583	1,108
Social Sciences	797	1,125	1,665	1,545	7.8	2,333	1,587	1,100
Engineering								
Aerospace & Aeronautical	571	643	2,315	2,230	3.8	2,533	2,340	2,036
Chemical	1,422	2,263	2,438	2,369	2.9	2,608	2,500	2,200
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	1,299	1,383	2,011	1,969	2.1	2,375	2,000	1,693
Electrical (incl. Computer Engrg.)	6,963	10,969	2,364	2,283	3.6	2,575	2,400	2,083
Geological	42	76	1,883	2,105	−10.6	2,425	1,863	1,500
Industrial	1,093	1,367	2,254	2,191	2.9	2,500	2,297	1,930
Mechanical	3,552	5,815	2,322	2,259	2.8	2,550	2,350	2,000
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	193	333	2,322	2,279	1.9	2,500	2,350	2,140
Mining & Mineral	14	49	2,163	2,190	*	*	*	*
Nuclear (incl. Engrg. Physics)	82	109	2,308	2,283	1.1	2,500	2,355	2,000
Petroleum	333	422	2,750	2,583	6.5	2,900	2,820	2,400
Engineering Technology	608	912	2,183	2,137	2.2	2,425	2,227	1,800
Sciences								
Agricultural Sciences	161	246	1,597	1,474	8.3	2,100	1,525	1,200
Allied Health Professions	65	288	1,702	1,780	− 4.4	2,150	1,712	1,250
Biological Sciences	73	145	1,589	1,433	10.9	2,250	1,500	1,125
Chemistry	149	169	1,948	1,897	2.7	2,318	2,000	1,400
Computer Science	2,644	3,796	2,216	2,082	6.4	2,500	2,250	1,834
Mathematics	413	565	2,037	2,047	− 0.5	2,435	2,083	1,583
Other Physical & Earth Sciences	137	204	2,100	1,945	8.0	2,600	2,250	1,250
	32,965	44,479						

N/A – No historic data available.

* Not computed for fewer than 20 offers.

[1] Includes economics programs with both business and social science orientation.

AVERAGE MONTHLY SALARY OFFERS

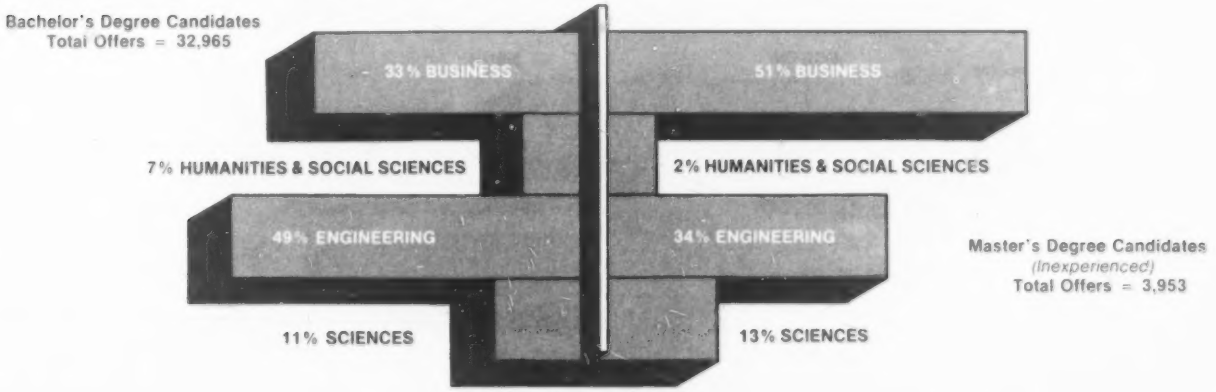
Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Occupational Title For All Types of Employers	Number of Offers July 1986	Number of Offers July 1985	Average $ Offers July 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Administrative & Management Occupations								
Accountants & Auditors	6,494	7,161	$1,768	$1,705	3.7%	$2,000	$1,750	$1,583
Business Administration	498	1,889	1,626	1,635	— 0.6	2,100	1,625	1,083
**Financial Analysts (*Finance & Economics*)	572	1,397	2,030	1,743	16.5	2,500	2,000	1,475
Management Trainee	2,664	N/A	1,652	N/A	N/A	2,208	1,583	1,250
Personnel & Labor Relations	112	180	1,629	1,680	— 3.0	2,200	1,589	1,100
Computer & Mathematical Occupations								
Computer Programmers	1,442	N/A	2,110	N/A	N/A	2,458	2,166	1,691
**Computer Scientists (incl. Systems Analysts) (*EDP-Programming Systems*)	1,832	4,510	2,245	2,107	6.6	2,517	2,272	1,875
Mathematicians/Statisticians	259	282	1,985	1,938	2.4	2,350	2,025	1,500
Marketing & Sales Occupations								
**Advertising/Marketing (*Merchandising/Sales Promotion*)	533	1,841	1,699	1,501	13.2	2,170	1,667	1,250
**Retail/Wholesale Sales (*Sales—Nontechnical Degree*)	1,193	1,522	1,639	1,593	2.9	2,000	1,625	1,256
Technical Sales	380	218	1,845	2,167	—14.9	2,400	1,796	1,400
All Other Occupations								
Communications Occupations	147	325	1,636	1,635	0.1	2,400	1,583	1,083
Engineers (Engrg. Degree Required)	15,511	22,371	2,325	2,265	2.7	2,575	2,375	1,931
Farm & Natural Resources Mgmt.	64	90	1,651	1,466	12.6	2,208	1,534	1,197
Health-Related Occupations	76	348	1,613	1,704	— 5.3	2,150	1,600	1,133
Insurance & Real Estate Occupations	267	N/A	1,635	N/A	N/A	1,917	1,620	1,375
**Production Occupations (*Manufacturing & or Industrial Operations*)	259	558	2,017	2,082	— 3.1	2,500	2,100	1,250
Researchers—Nonscientific	223	270	1,856	1,882	— 1.4	2,500	1,833	1,250
Researchers—Scientific	273	556	2,052	2,030	1.1	2,542	2,100	1,333
**Social Workers & Recreational Workers (*Community & Service Orgs. Work*)	71	149	1,232	1,268	— 2.8	1,583	1,200	900
Transportation & Distribution	95	N/A	1,813	N/A	N/A	2,333	1,800	1,208
	32,965	43,667#						

**Category name changed; the bracketed name indicates former category, on which historical data are based. See enclosed definitions.
N/A— No historic data available.
Total does not include the categories of Rotational Training—Technical and Nontechnical, which have been deleted from this year's report.

PROPORTION OF OFFERS BY CURRICULAR AREA



AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Separate for Men and Women)

By Curriculum For All Types of Employers	MEN				WOMEN			
	Number of Offers		Average $ Offers		Number of Offers		Average $ Offers	
	July 1986	July 1985	July 1986	July 1985	July 1986	July 1985	July 1986	July 1985
Business								
Accounting	3,436	3,606	$1,771	$1,697	3,139	3,031	$1,766	$1,698
Business Administration & Mgmt.	1,108	2,214	1,674	1,665	826	1,413	1,590	1,592
Management Information Systems	355	N/A	1,915	N/A	252	N/A	1,887	N/A
Marketing & Distribution	924	1,015	1,649	1,604	911	940	1,562	1,486
Humanities and Social Sciences								
Economics[1]	470	445	1,922	1,752	273	250	1,771	1,689
Humanities	277	241	1,702	1,530	383	445	1,541	1,424
Social Sciences	370	528	1,812	1,661	427	597	1,538	1,443
Engineering								
Aerospace & Aeronautical	505	555	2,310	2,226	66	88	2,348	2,255
Chemical	1,005	1,554	2,427	2,367	417	709	2,462	2,372
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	1,094	1,110	2,011	1,956	205	273	2,010	2,024
Electrical (incl. Computer Engrg.)	5,796	9,399	2,362	2,282	1,167	1,570	2,371	2,294
Geological	36	61	1,852	2,105	6	15	2,073	2,105
Industrial	700	814	2,246	2,174	393	553	2,268	2,217
Mechanical	3,052	4,971	2,317	2,253	500	844	2,348	2,296
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	146	236	2,321	2,271	47	97	2,326	2,298
Mining & Mineral	14	47	2,163	2,203	†	2	†	1,871
Nuclear (incl. Engrg. Physics)	75	102	2,312	2,286	7	7	2,267	2,243
Petroleum	292	381	2,751	2,587	41	41	2,747	2,546
Engineering Technology	571	842	2,182	2,140	37	70	2,195	2,102
Sciences								
Agricultural Sciences	122	184	1,603	1,496	39	62	1,578	1,409
Allied Health Professions	9	49	1,697	2,063	56	239	1,703	1,722
Biological Sciences	39	58	1,615	1,526	34	87	1,559	1,371
Chemistry	80	80	1,960	1,952	69	89	1,933	1,848
Computer Science	1,622	2,199	2,234	2,102	1,022	1,597	2,188	2,055
Mathematics	213	289	2,052	2,062	200	276	2,020	2,032
Other Physical & Earth Sciences	100	160	2,110	1,992	37	44	2,074	1,776
	22,411	31,140			10,554	13,339		

[1]Includes economics programs with both business and social science orientation.
†No offers reported.
N/A— No historic data available.

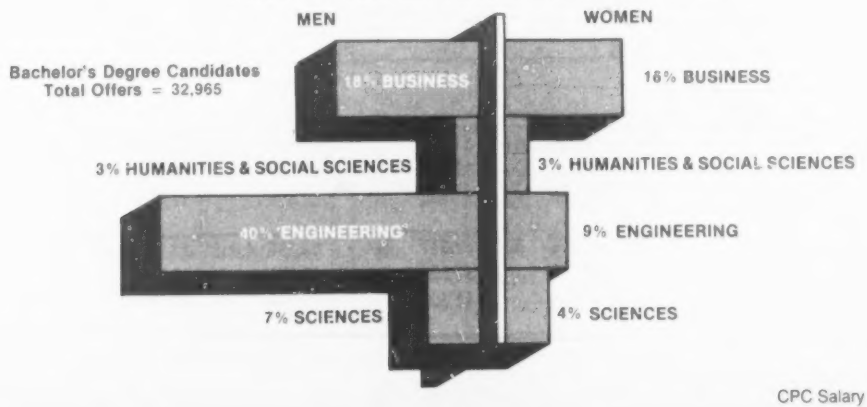
Bachelor's Degree Candidates

(Data Separate for Men and Women)

By Functional Area For All Types of Employers	MEN				WOMEN			
	Number of Offers		Average $ Offers		Number of Offers		Average $ Offers	
	July 1986	July 1985	July 1986	July 1985	July 1986	July 1985	July 1986	July 1985
Administrative & Management Occupations								
Accountants & Auditors	3,400	3,910	$1,770	$1,709	3,094	3,251	$1,765	$1,701
Business Administration	222	1,092	1,749	1,693	276	797	1,528	1,556
**Financial Analysts (*Finance & Economics*)	362	856	2,080	1,769	210	541	1,944	1,701
Management Trainee	1,363	N/A	1,715	N/A	1,301	N/A	1,586	N/A
Personnel & Labor Relations	39	80	1,707	1,795	73	100	1,587	1,588
Computer & Mathematical Occupations								
Computer Programmers	848	N/A	2,125	N/A	594	N/A	2,089	N/A
**Computer Scientists (incl. Systems Analysts) (*EDP-Programming Systems*)	1,118	2,694	2,266	2,127	714	1,816	2,214	2,076
Mathematicians/Statisticians	137	160	2,000	1,963	122	122	1,968	1,907
Marketing & Sales Occupations								
**Advertising/Marketing (*Merchandising/Sales Promotion*)	292	891	1,768	1,555	241	950	1,617	1,451
**Retail/Wholesale Sales (*Sales—Nontechnical Degree*)	721	944	1,679	1,618	472	578	1,577	1,551
Technical Sales	270	160	1,882	2,180	110	58	1,754	2,131
All Other Occupations								
Communications Occupations	70	148	1,744	1,749	77	177	1,537	1,539
Engineers (Engrg. Degree Required)	12,768	18,597	2,321	2,260	2,743	3,774	2,344	2,286
Farm & Natural Resources Mgmt.	46	74	1,649	1,548	18	16	1,656	1,086
Health-Related Occupations	16	72	1,481	1,882	60	276	1,648	1,657
Insurance & Real Estate Occupations	151	N/A	1,665	N/A	116	N/A	1,594	N/A
**Production Occupations (*Manufacturing &/or Industrial Operations*)	198	422	2,057	2,069	61	136	1,886	2,120
Researchers—Nonscientific	113	158	1,930	1,962	110	112	1,781	1,769
Researchers—Scientific	177	344	2,107	2,116	96	212	1,951	1,890
**Social Workers & Recreational Workers (*Community & Service Orgs. Work*)	21	47	1,261	1,466	50	102	1,220	1,177
Transportation & Distribution	79	N/A	1,852	N/A	16	N/A	1,618	N/A
	22,411	30,649#			10,554	13,018#		

**Category name changed; the bracketed name indicates former category, on which historical data are based. See enclosed definitions.
N/A— No historic data available
Total does not include the categories of Rotational Training—Technical and Nontechnical, which have been deleted from this year's report.

PROPORTION OF TOTAL OFFERS BY SEX



Monthly beginning salary offers to all candidates by curriculum and employer

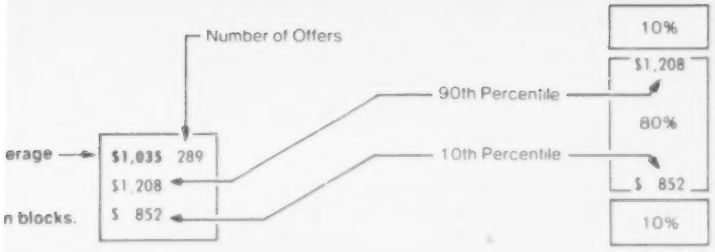
July 1986 ■ Data combined for men and women

This diagram indicates arrangement of da

NONTECHNICAL

CURRICULUM	BUSINESS			MANUFA					
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace[1]	Automotive & Mechanical Equipment	Building Materials Mfrs & Construction	Chemicals, Drugs, & Allied Products	Computers[2] & Business Machines	
BACHELOR'S DEGREE									
Accounting	$1,777 5,348 $1,975 $1,608	$1,642 213 $1,917 $1,333	$1,644 158 $2,000 $1,280	$1,794 31 $1,900 $1,625	$1,792 33 $2,166 $1,470	$1,637 28 $1,900 $1,440	$1,890 62 $2,167 $1,650	$1,882 52 $2,060 $1,708	
Business Administration & Management	$1,791 30 $2,017 $1,417	$1,620 403 $2,000 $1,300	$1,505 747 $1,833 $1,200	$1,904 54 $2,260 $1,666	$1,832 44 $2,210 $1,493	$1,673 43 $2,040 $1,308	$1,865 59 $2,210 $1,542	$1,601 115 $1,917 $1,335	
Management Information Systems	$1,953 46 $2,200 $1,791	$1,738 85 $2,000 $1,417	$1,742 137 $2,252 $1,216	$2,098 36 $2,325 $1,790	$2,046 10	$1,674 5	$2,170 17	$1,964 62 $2,350 $1,500	
Marketing & Distribution	$1,740 15	$1,558 139 $1,900 $1,250	$1,537 950 $1,833 $1,250	$1,810 12	$1,869 42 $2,250 $1,500	$1,757 20 $2,000 $1,500	$1,806 76 $2,167 $1,500	$1,562 152 $1,850 $1,333	
Economics	$1,852 36 $2,160 $1,700	$1,946 342 $2,458 $1,416	$1,634 144 $2,000 $1,300	$1,742 4	$2,072 10	$1,501 6	$2,009 17	$1,750 20 $2,167 $1,500	
Humanities	$1,952 8	$1,900 117 $2,416 $1,250	$1,488 331 $1,875 $1,125	$2,421 2	$2,058 4	$1,458 4	$1,783 18	$1,498 16	
Social Sciences	$1,816 19	$1,945 217 $2,416 $1,375	$1,475 295 $1,833 $1,023	$1,824 5	$1,936 8	$1,504 4	$1,884 16	$1,555 10	
MASTER'S DEGREE-INEXPERIENCED									
MBA—Nontechnical Undergraduate Degree	$2,228 272 $2,500 $1,917	$2,625 337 $3,500 $1,833	$2,423 126 $3,000 $1,708	$2,427 9	$2,909 55 $3,400 $2,450	$2,134 4	$2,973 55 $3,333 $2,458	$2,546 45 $3,000 $2,000	
MBA—Technical Undergraduate Degree	$2,459 32 $2,916 $2,083	$2,799 30 $3,750 $2,125	$2,617 23 $2,917 $2,292	$2,454 10	$3,016 14	$1,962 5	$3,036 26 $3,417 $2,560	$2,667 15	
BACHELOR'S SUMMARY									
Nontechnical Curricula	$1,779 5,502 $2,000 $1,608	$1,766 1,516 $2,375 $1,333	$1,537 2,762 $1,916 $1,200	$1,921 144 $2,260 $1,629	$1,875 151 $2,250 $1,408	$1,656 110 $2,000 $1,300	$1,878 265 $2,210 $1,583	$1,676 427 $2,050 $1,375	
Technical Curricula	$2,067 200 $2,292 $1,833	$1,966 505 $2,375 $1,500	$2,217 744 $2,550 $1,600	$2,358 4,053 $2,550 $2,166	$2,350 1,091 $2,575 $2,083	$2,123 938 $2,492 $1,750	$2,380 1,414 $2,560 $2,083	$2,349 1,306 $2,575 $2,100	

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.



The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

TURING ■ INDUSTRIAL										GOV'T ■ NONPROFIT					
ectrical & Electronic ch. & Equip.		Food & Beverage Processing		Glass, Paper, Packaging, & Allied Products		Metals & Metal Products		Petroleum & Allied Products (incl. Nat. Gas)		Research &/or Consulting Organizations		Utilities—Public (incl. Transportation)		Federal Government		Local/State Government		Nonprofit Orgs. & Educational Institutions	
303	98	$1,758	73	$1,779	22	$1,747	11	$1,861	217	$1,901	8	$1,749	79	$1,497	43	$1,572	85	$1,553	14
000		$2,000		$2,000				$2,000				$1,958		$1,691		$1,750			
600		$1,466		$1,600				$1,708				$1,500		$1,200		$1,346			
889	90	$1,855	128	$1,776	46	$1,636	7	$1,964	35	$1,573	16	$1,841	49	$1,468	38	$1,494	19	$1,720	11
150		$2,250		$2,083				$2,250				$2,366		$1,850					
500		$1,335		$1,500				$1,700				$1,250		$1,100					
931	31	$1,937	19	$1,906	12	$1,973	8	$2,126	66	$1,919	18	$2,048	38	$1,597	7	$1,817	2	$1,638	8
833								$2,300				$2,400							
600								$1,975				$1,750							
656	86	$1,780	146	$1,678	58	$1,688	22	$1,833	27	$1,480	20	$1,871	38	$1,375	16	$1,504	9	$1,530	7
000		$2,167		$1,875		$1,958		$2,083		$1,800		$2,167							
280		$1,500		$1,200		$1,250		$1,533		$1,200		$1,416							
945	19	$1,766	18	$1,789	10	$2,022	5	$1,791	6	$2,085	73	$1,925	8	$1,571	16	$1,708	1	$1,433	8
										$2,500									
										$1,666									
702	15	$1,686	24	$1,940	8					$1,844	30	$1,523	12	$1,698	14	$1,402	17	$1,331	40
		$2,166								$2,583								$1,800	
		$1,125								$1,100								$ 833	
825	17	$1,660	33	$1,721	10	$1,775	3	$1,958	1	$2,268	35	$1,861	6	$1,379	21	$1,380	41	$1,301	56
		$2,100								$2,700				$2,000		$1,908		$1,750	
		$1,250								$1,583				$ 988		$1,000		$ 925	
483	31	$2,943	86	$2,580	13	$2,396	2	$2,533	43	$2,456	40	$2,434	28	$2,219	6	$1,898	8	$1,890	5
917		$3,333						$3,292		$2,920		$3,000							
100		$2,208						$2,083		$2,000		$2,061							
804	21	$3,022	8	$2,674	7	$2,375	2	$2,818	16	$2,585	19	$2,531	8	$2,066	3	$1,750	1	$3,200	1
133																			
500																			
805	356	$1,791	441	$1,757	166	$1,768	56	$1,918	352	$1,957	200	$1,835	230	$1,492	155	$1,501	174	$1,403	144
100		$2,208		$2,000		$2,100		$2,142		$2,500		$2,180		$1,833		$1,806		$1,866	
500		$1,450		$1,500		$1,450		$1,700		$1,300		$1,500		$1,199		$1,083		$ 958	
860	3,370	$2,283	437	$2,370	372	$2,304	343	$2,540	1,263	$2,209	781	$2,314	1,182	$1,900	1,271	$1,873	429	$1,802	115
625		$2,550		$2,550		$2,500		$2,850		$2,520		$2,500		$2,291		$2,180		$2,417	
150		$1,666		$2,166		$2,125		$2,208		$1,820		$2,000		$1,558		$1,583		$1,200	

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS						MANUFACTURING ■ INDUSTRIAL									
	Accounting—Public		Banking, Finance, & Insurance		Merchandising (Retail & Wholesale) & Services		Aerospace[1]		Automotive & Mechanical Equipment		Building Materials Mfrs. & Construction		Chemicals, Drugs, & Allied Products		Computers[2] & Business Machines	
Aerospace & Aeronautical Engineering			$2,308	1	$2,666	1	$2,348 $2,533 $2,150	467	$2,296	16	$2,154	10	$2,425	1	$2,465	5
Chemical Engineering	$2,055	3	$2,126	9	$2,508	3	$2,312 $2,491 $2,090	33	$2,354 $2,542 $1,850	30	$2,306 $2,565 $2,060	22	$2,465 $2,580 $2,340	621	$2,373	19
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)	$2,304	3	$1,984	9	$2,164	17	$2,292 $2,558 $2,083	42	$2,028	14	$1,996 $2,200 $1,733	439	$2,252	18	$2,415	2
Electrical Engineering (incl. Computer Engrg.)	$2,094 $2,333 $1,875	29	$2,299 $2,583 $1,918	46	$2,409 $2,600 $2,110	228	$2,407 $2,578 $2,225	1,807	$2,411 $2,583 $2,225	247	$2,352 $2,550 $2,040	187	$2,460 $2,625 $2,250	137	$2,410 $2,583 $2,250	629
Geological Engineering					$1,350	2					$1,697	12				
Industrial Engineering	$2,117 $2,342 $1,917	37	$1,953 $2,350 $1,500	26	$2,313 $2,517 $1,917	43	$2,284 $2,470 $2,085	160	$2,335 $2,575 $2,000	76	$2,282 $2,500 $1,958	36	$2,364 $2,500 $2,225	97	$2,234 $2,459 $2,000	55
Mechanical Engineering	$2,006	15	$2,214 $2,417 $1,875	21	$2,335 $2,500 $2,000	39	$2,337 $2,500 $2,200	805	$2,365 $2,583 $2,150	559	$2,222 $2,458 $1,840	131	$2,442 $2,625 $2,300	249	$2,364 $2,510 $2,200	89
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)			$1,917	1			$2,286 $2,400 $2,160	28	$2,402 $2,500 $2,250	30	$2,067	4	$2,395	14	$2,377	7
Mining & Mineral Engineering									$2,333	3	$2,000	1	$2,500	1		
Nuclear Engineering (incl. Engrg. Physics)							$2,300	5	$2,250	1	$2,333	3	$2,338	6		
Petroleum Engineering			$2,692	2	$2,800	2			$2,300	1	$2,400	1	$2,335	6	$1,800	1
Engineering Technology	$1,625	1	$1,867	10	$2,179	13	$2,252 $2,420 $2,070	219	$2,210 $2,500 $1,953	47	$1,968 $2,300 $1,600	52	$2,237	12	$2,171	19
Agricultural Sciences			$1,514 $1,800 $1,200	25	$1,441 $1,800 $1,000	26			$1,642	3	$1,625	2	$1,841	15		
Allied Health Professions			$1,278	3	$1,509	9							$2,134	5		
Biological Sciences	$2,080	3	$1,617	6	$1,508	11			$1,800	2	$1,975	1	$1,921	14	$2,000	1
Chemistry	$2,250	2	$1,864	6	$1,580	7	$2,124	3	$2,000	1	$2,139	3	$1,968 $2,292 $1,500	84		
Computer Science	$2,060 $2,250 $1,833	93	$1,931 $2,354 $1,525	179	$2,215 $2,517 $1,750	314	$2,302 $2,541 $2,080	412	$2,235 $2,500 $1,958	46	$2,240 $2,550 $2,000	28	$2,251 $2,425 $2,090	113	$2,291 $2,560 $2,000	436
Mathematics	$1,888	13	$1,967 $2,292 $1,615	155	$1,951	19	$2,263 $2,496 $1,992	40	$2,119	13	$2,239	5	$1,900	7	$2,195 $2,508 $1,700	36
Other Physical & Earth Sciences	$2,700	1	$1,936	6	$1,463	10	$2,427 $2,583 $2,192	32	$2,265	2	$2,000	1	$2,022	14	$2,407	7

[1]Category name change. See enclosed definitions. [2]New category. See enclosed definitions.

lectrical & Electronic ch. & Equip.		Food & Beverage Processing		Glass, Paper, Packaging, & Allied Products		Metals & Metal Products		Petroleum & Allied Products (incl. Nat. Gas)		Research &/or Consulting Organizations		Utilities—Public (incl. Transportation)		GOV'T ■ NONPROFIT Federal Government		Local/State Government		Nonprofit Orgs. & Educational Institutions	
290 500 100	26							$2,541	1	$2,371	6	$2,083	2	$1,883 $2,095 $1,559	34			$2,417	1
419 558 250	77	$2,443 $2,575 $2,350	89	$2,449 $2,550 $2,326	85	$2,407	15	$2,552 $2,667 $2,390	305	$2,263 $2,500 $1,966	34	$2,313 $2,608 $1,958	24	$1,906 $2,110 $1,559	47	$1,986	5	$1,500	1
348	15	$2,259	4	$2,252	12	$2,153	8	$2,465 $2,600 $2,271	58	$1,988 $2,250 $1,750	145	$2,063 $2,450 $1,714	115	$1,887 $2,048 $1,559	76	$1,872 $2,125 $1,600	320	$2,196	2
402 550 250	1,876	$2,518 $2,667 $2,308	36	$2,425 $2,550 $2,308	71	$2,394 $2,600 $2,235	57	$2,494 $2,658 $2,316	167	$2,436 $2,625 $2,167	229	$2,380 $2,500 $2,225	580	$1,934 $2,333 $1,559	587	$2,191 $2,983 $1,660	31	$2,154	19
				$2,291	1			$2,625	2	$1,901	10	$2,475	3	$1,835	9	$1,850	3		
244 425 100	201	$2,400 $2,500 $2,184	99	$2,309 $2,425 $2,166	47	$2,310 $2,600 $2,080	37	$2,512	12	$2,116 $2,425 $1,833	38	$2,315 $2,500 $2,102	52	$1,846 $2,060 $1,559	67	$1,570	4	$2,394	6
334 500 125	566	$2,375 $2,550 $2,227	105	$2,403 $2,550 $2,166	99	$2,317 $2,458 $2,200	122	$2,487 $2,666 $2,208	215	$2,291 $2,500 $2,016	71	$2,362 $2,500 $2,190	198	$1,900 $2,200 $1,559	246	$1,956	15	$1,879	7
383 550 249	29			$2,358	9	$2,304 $2,450 $2,150	58	$2,527	4	$2,258	2	$2,450	1	$1,786	6				
				$2,083	1			$2,233	5	$1,833	1	$2,500	1	$1,199	1				
328	14			$2,472	3	$2,499	1	$2,367	2	$2,278	6	$2,385 $2,500 $2,275	31	$1,958	9			$2,000	1
500	2			$2,650	1	$2,546	2	$2,772 $2,908 $2,500	307	$2,775	2	$2,560	3	$1,900	2	$3,600	1		
224 416 000	131	$2,043	15	$2,377	8	$2,087	12	$2,555	11	$1,980	18	$2,177	19	$1,824	11	$1,928	7	$2,094	3
600	1	$1,728 $2,250 $1,375	60	$1,658	3	$1,800	1	$1,971	2	$1,400	4	$2,133	1	$1,240	9	$1,285	5	$1,177	4
875	2	$1,695	2									$1,773	2	$1,577	4	$1,870	7	$1,693 $2,000 $1,333	31
		$1,304	1	$ 900	1	$2,000	1			$1,476	12	$1,478	4	$1,539	5	$1,250	2	$1,221	9
221	2	$2,165	5	$2,180	7	$1,860	1	$2,013	10	$1,920	9	$1,280	1	$2,084	2	$1,646	1	$1,289	5
311 517 000	380	$2,102	19	$2,158 $2,350 $1,625	22	$2,170 $2,426 $1,916	27	$2,271 $2,445 $2,100	144	$2,220 $2,517 $1,900	140	$2,224 $2,500 $1,908	136	$1,955 $2,200 $1,500	113	$1,601	18	$1,864 $2,417 $1,416	24
267 516 833	35	$2,000	1	$2,250	1			$2,241	8	$2,102 $2,375 $1,791	37	$2,218	7	$1,598 $2,025 $1,199	28	$1,676	7	$1,700	1
282	13	$1,800	1	$2,300	1	$2,000	1	$2,355	10	$2,084	17	$1,604	2	$1,741	15	$1,388	3	$1,167	1

AVERAGE MONTHLY SALARY OFFERS

Master's Candidates-Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers July 1986	Number of Offers July 1985	Average $ Offers July 1986	Average $ Offers July 1985	Percent Change in $ Offers from July 1985	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	464	538	$2,132	$2,055	3.8%	$2,450	$2,166	$1,833
MBA—Nontechnical Undergraduate								
Less than 1 year	1,165	1,545	2,529	2,382	6.2	3,333	2,417	1,917
Over 1 to 2 years[2]	483	557	2,828	2,690	5.1	3,583	2,833	2,083
Over 2 to 4 years[2]	653	684	3,032	2,840	6.8	3,833	3,000	2,200
Over 4 years[2]	481	438	3,145	2,845	10.5	4,042	3,167	2,333
MBA—Technical Undergraduate								
Less than 1 year	241	353	2,699	2,537	6.4	3,333	2,667	2,166
Over 1 to 2 years[2]	100	118	2,888	2,812	2.7	3,500	2,919	2,216
Over 2 to 4 years[2]	237	184	3,161	2,934	7.7	3,750	3,167	2,666
Over 4 years[2]	180	131	3,203	2,913	10.0	3,750	3,250	2,583
MS—Business (incl. Management, Marketing, Finance, etc.)	110	191	2,337	2,454	— 4.8	3,025	2,229	1,875
Administration (incl. Public, Hospital, etc.)	26	57	2,037	2,223	— 8.4	2,375	2,027	1,440
Industrial Mgmt. (incl. Industrial Admin.)	23	36	2,481	2,405	3.2	2,966	2,445	2,000
Humanities and Social Sciences								
Humanities	35	44	1,624	1,514	7.3	2,300	1,500	1,000
Social Sciences	40	108	1,754	1,771	— 1.0	2,491	1,683	1,250
Engineering								
Chemical	138	212	2,678	2,596	3.2	2,925	2,680	2,400
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	128	208	2,391	2,363	1.2	2,833	2,409	2,000
Electrical (incl. Computer Engrg.)	652	965	2,851	2,727	4.6	3,117	2,862	2,560
Industrial	63	102	2,707	2,469	9.6	3,000	2,675	2,385
Mechanical	287	508	2,740	2,621	4.5	3,000	2,750	2,350
Metallurgical (incl. Metallurgy & Ceramic Engrg.)[3]	55	46	2,722	2,517	8.1	3,085	2,750	2,450
Nuclear (incl. Engrg. Physics)	11	26	2,933	2,582	*	*	*	*
Sciences								
Chemistry	28	27	2,333	2,177	7.2	3,166	2,239	1,916
Computer Science	373	472	2,777	2,584	7.5	3,100	2,838	2,300
Geology & Related Geological Sciences	56	111	2,542	2,572	— 1.2	2,875	2,753	1,583
Mathematics	58	63	2,548	2,337	9.0	3,000	2,583	2,000
	6,087	7,724						

Doctoral Candidates

Engineering								
Chemical	118	209	$3,557	$3,405	4.5%	$3,880	$3,542	$3,333
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	11	10	2,892	2,507	*	*	*	*
Electrical (incl. Computer Engrg.)	100	99	3,845	3,542	8.6	4,342	4,000	3,200
Mechanical	43	49	3,435	3,168	8.4	3,875	3,500	2,792
Metallurgical (incl. Metallurgy, Materials Engrg. / Science & Ceramics)[3]	34	35	3,479	3,260	6.7	4,000	3,458	3,200
Sciences								
Chemistry	137	215	3,113	3,032	2.7	3,470	3,192	2,666
Mathematics (incl. Operations Research, Statistics, & Actuarial Science)	27	19	3,292	2,977	10.6	3,958	3,333	2,250
Physics	55	67	3,527	3,176	11.1	4,000	3,650	2,917
	525	703						

[1]One year or less of full-time, nonmilitary employment unless otherwise indicated

[2]Years of previous full-time, nonmilitary employment

[3]Previously reported under "Sciences" heading

*Not computed for fewer than 20 offers

1986-1987 Participating Placement Offices

Akron
Alabama A & M
Arizona
Arizona State
Arkansas - Fayetteville
Auburn

Baylor
Bentley
Boston
Bridgeport
Brigham Young
Brown
Bucknell

Calif. Inst. Tech.
California - Los Angeles
Calif. Poly State - San Luis Obispo
California State
- Chico
- Fresno
- Long Beach
- Sacramento

Calif. State Poly - Pomona
Carnegie-Mellon
Case Western Reserve
Cedar Crest
Chicago - Grad Sch. of Bus.
City Univ. NY
- Bernard M. Baruch College
- City College
- Hunter College

Clemson
Cleveland State
Colorado
Colorado Mines
Colorado State
Columbia
Columbia - Grad Sch. of Bus.
Connecticut
Cornell

Dartmouth
Delaware
Denver
Detroit
Duke
Duke - Fuqua Sch. of Bus.

East Texas State

Fairleigh Dickinson - Teaneck
Florida A & M

George Washington
Georgia
Georgia Tech
Grambling State
Grove City

Houston

Idaho
IIT (Ill. Inst. Tech.)
Illinois at Chicago
Illinois - Urbana
- Engineering
- Commerce, Business

Indiana
IUP - Indiana, PA
Iowa
Iowa - Engineering

Iowa State
- Engineering
- Science, Humanities

Jackson State
Johnson & Wales

Kansas
- Arts
- Business
- Engineering

Kansas State
Kentucky

Lafayette
Lamar
Lehigh
Lincoln (PA)
Louisiana Tech

Maine - Orono
Mary Washington
MIT (Mass. Inst. Tech.)
MIT - Sloan Management
Mass. - Amherst
Memphis State
Michigan
- Ann Arbor Engineering
- Ann Arbor - Grad Sch. of Bus.
- Dearborn

Michigan State
Michigan Tech
Minnesota - Sch. of Management
Mississippi
Mississippi State
Missouri
- Columbia Engineering
- Kansas City
- Rolla
- St. Louis

Montana
Montana State
Mount Holyoke

Nebraska - Lincoln
Nevada - Reno
New Jersey Tech
New Mexico
New Mexico State
NYU - Grad Sch. of Bus.
North Carolina
- Chapel Hill
- Greensboro

North Carolina A & T State
North Dakota
North Texas State
Northern Arizona
Northern Colorado
Northwestern
Northwestern
- Kellogg Grad Sch.

Ohio
Ohio State
- Administrative
- Arts
- Engineering

Oklahoma
Oklahoma State
- Engineering
- Univ. Placement

Oregon
Oregon State

Penn
Penn - Wharton Grad Sch.
Penn State
Penn State - Capitol Campus
Pittsburgh
Polytechnic Institute of NY
Portland State
Princeton
Purdue

Rensselaer
Rhode Island
Rochester
Rochester - Grad Sch. of Mgmt.
Rutgers
- Camden Arts, Science
- New Brunswick

San Diego State
San Jose State
South Dakota Mines
South Florida
Southern California
Southern Calif. - Grad Bus.
Southern Illinois
- Carbondale
- Edwardsville

Southern Methodist
Southern Univ. - Baton Rouge
Southwest Missouri State
Stanford
SUNY - Buffalo

Tennessee Knoxville
Tennessee State
Texas A & I
Texas A & M
Texas Tech
Texas
- Arlington
- Austin Bus. Admin.
- Austin Engineering
- El Paso

Toledo
Tulane

Union
Utah
Utah State

Vanderbilt
Vanderbilt - Owen Grad Sch.
Villanova
Virginia
Virginia - Colgate Darden
Virginia State
Virginia Tech

Wake Forest
Wake Forest - Babcock Grad Sch.
Washington
Washington State
Washington Univ. - Sch. of Bus.
Wayne State
West Virginia
Western Washington
Williams
Wisconsin - Madison
- Arts
- Business
- Engineering

Worcester Poly.

Yale - Org. & Mgmt.

OCCUPATIONAL CLASSIFICATION DEFINITIONS

ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS

Accountants & Auditors - Includes occupations primarily concerned with planning and administering accounting services, advising on accounting problems, and planning and conducting audits of accounts of industrial, governmental, and other organizations and private individuals.

Business Administration - Includes all nontechnical positions of a management and management-support nature such as administrative assistant, purchasing agent, secretaries (4-year degree), etc. Supervisors of production occupations are classified under Production Occupations.

Financial Analysts - [Formerly Finance & Economics on which December 1984 and July 1985 data are based.] Includes occupations involving examining, analyzing, and interpreting financial data affecting investment programs. May perform research and make analyses relative to losses and adverse financial trends and suggest remedial measures.

Management Trainee - Performs duties under direction of experienced personnel to gain knowledge and experience required for promotion to managerial position.

Personnel & Labor Relations - Includes occupations primarily concerned with implementing management policies related to personnel administration and labor relations by performing activities such as representing management or labor in collective bargaining procedures, participating in programs of recruitment, selection, placement, training, compensation, and promotion and separation; and conducting vocational training, rehabilitation, and other employment development programs.

COMPUTER & MATHEMATICAL OCCUPATIONS

Computer Programmers - [Formerly included under the combined category of EDP-Programming Systems. It is now presented as a separate category.] Includes occupations concerned with writing specific programs by breaking down each step into a series of coded instructions using one of the languages developed especially for computers. Also includes testing the operation of the programs, and preparing instruction sheets for the computer operator who will run the programs.

Computer Scientists (incl. Systems Analysts) - [Formerly included under the combined category of EDP-Programming Systems on which December 1984 and July 1985 data are based.] Includes occupations concerned with utilization of the computer in the analysis and solution of business, scientific, engineering, and other technical problems. Includes analyzing computer systems, and providing advice on availability and use of electronic data-processing resources, capabilities, and technological development.

Mathematicians/Statisticians - Includes occupations concerned with the development of methodology in mathematical concepts, mathematical statistics, and the application of original and standardized mathematical techniques to the solution of specific problems and situations. Includes the use of statistical tools for planning and conducting surveys and censuses, developing questionnaires, evaluating reliability of sources of data, preparing tables and graphs, and writing reports on sources of data. Also includes positions involving the application of mathematics, probability, statistics, principles of finance and business to problems in life, health, social, and casualty insurance, annuities, and pensions.

MARKETING & SALES OCCUPATIONS

Advertising/Marketing - [December 1984 and July 1985 data are from the former category Merchandising/Sales Promotion.] Includes occupations concerned with planning, organizing, and directing advertising activities as well as occupations involving soliciting business for display or classified advertising, selling art work to advertising agencies or individual firms for use in composing advertising material, and selling advertising time on radio and television programs. Also includes occupations concerned with formulating marketing policies, identification of target markets, conducting market research, and directing sales activities of an organization.

Retail/Wholesale Sales - [December 1984 and July 1985 data are from former category Sales—Non-technical.] Includes occupations concerned with selling commodities in wholesale and retail establishments as well as occupations involving selling products of manufacturers to wholesale and retail establishments.

Technical Sales - Includes occupations concerned with sales activities requiring specialized knowledge of the technology of the composition, utilization, and maintenance of the goods or equipment sold; selling scientific and technical products and services of a chemical, mechanical, electrical, or electronic nature or light, heat, and power services; advising customers on the application, installation, and operation of technical equipment; and preparing or arranging for preparation of financial and operational estimates to show cost reduction or efficiency increase resulting from proposed changes in materials, machines, or methods.

ALL OTHER OCCUPATIONS

Communications Occupations - Includes occupations involving editing, writing, reporting news items and features, announcing, and publishing of all types. It also includes occupations involving promoting or creating goodwill for individuals or organizations by writing or selecting favorable material and releasing it through various communications media. Not included is public relations work involved with marketing a product or service. Those occupations would be classified in the category of Advertising/Marketing.

Engineers (Engineering Degree Required) - Includes occupations concerned with the application of physical laws and principles of engineering for the development and utilization of machines, materials, instruments, processes, and services. Engineering technologists are also included in this group.

Farm & Natural Resources Management - Includes agriculture and food scientists involved in the application of scientific principles to problems related to food and fibre, and horticulture. Also includes forestry and conservation scientists involved in the development, production, conservation, and utilization of the natural resources of forests; protection of resources against fire, insects, diseases, floods, and erosion; discovery and interpretation of principles and facts upon which the management of forest land rests; and development of new, improved, or more economic scientific methods, practices, techniques, and instruments necessary to perform such work.

Health-Related Occupations - Includes occupations in the allied medical professions such as physical, occupational, music, and speech therapists; also medical technologists, medical laboratory assistants, and nurses (4-year degree).

Insurance & Real Estate Occupations - Includes occupations involving selling life, endowment, fire, accident, and other types of insurance to clients, and determining if applicants are good risks. This group also includes occupations involving renting, buying, selling, and appraising property on behalf of clients.

Production Occupations - [Formerly Manufacturing &/or Industrial Operations on which December 1984 and July 1985 data are based.] Includes occupations concerned with actual production operations, such as production planning, scheduling, expediting, or quality control. It also includes occupations concerned with the supervising of these functions.

Researchers-Nonscientific - Includes occupations involving research in nonscientific areas such as opinion research, media and editorial research, and paralegal positions.

Researchers-Scientific - Includes occupations concerned with the application of scientific knowledge to the conduct of research and development.

Social Workers & Recreational Workers - [Formerly Community & Service Organizations Work on which December 1984 and July 1985 data are based.]

(Continued)

Includes occupations involving counseling and giving aid to individuals and families requiring assistance of social service agencies. Also included are occupations involving organizing and supervising social, recreational, and cultural activities.

Transportation & Distribution Occupations - Includes occupations concerning the operating and controlling of equipment used to transport people or materials using vehicles. It includes actual delivery, physical transportation, warehousing, and storage. Includes such positions as utilities dispatchers, flight attendants, pilots, traffic controllers, distribution managers, and traffic managers.

EMPLOYER CLASSIFICATION DEFINITIONS

BUSINESS

Accounting - Includes firms engaged primarily in public accounting.

Banking, Finance, & Insurance - Includes finance firms such as banks and trust companies, other credit agencies, holding (but not predominantly operating) companies, other investment companies, brokers, and securities and commodity firms. All types of insurance firms, agents, and brokers, and real estate agencies, title companies, and developers are also included.

Merchandising & Services - Includes establishments engaged in services other than manufacturing products. Examples are: retail wholesale establishments, distributors of all types, hotels, restaurants, amusement, entertainment, and recreational facilities (other than government), advertising agencies, car rental agencies, printing and publishing firms, media services (i.e., radio, television, newspaper), equipment repair and maintenance services, computer services (i.e., systems analysis, software time sharing, data processing).

MANUFACTURING

Aerospace - Includes establishments primarily engaged in manufacturing guided missiles and space vehicles and other aerospace equipment and related components. Research and development and other services on or for guided missiles and space vehicles are included in this industry.

Automotive & Mechanical Equipment - Includes establishments primarily engaged in manufacturing or assembling passenger automobiles, trucks, commercial cars and buses, and special purpose motor vehicles. Manufacturers of parts and accessories for this equipment are also included. Also included are establishments engaged in manufacturing machinery and equipment powered by built-in or detachable motors with the exception of electrical household appliances. Included are: engines and turbines; farm and garden machinery and equipment; construction machinery and equipment; industrial mechanical equipment having detachable electric motors such as pumps, refrigeration, heating, and ventilation equipment.

Building Materials Mfrs. & Construction - Includes establishments primarily engaged in the construction of dwellings, office buildings, stores, farm buildings, and other projects of a similar character. Additionally, contractors of heavy construction (i.e., bridges, highways, dams, etc.) are included. Establishments engaged in the manufacture of building materials also belong in this category.

Chemicals, Drugs, & Allied Products - Includes establishments producing basic chemicals and manufacturing products by predominantly chemical processes to be used for the following: 1) in further manufacture (i.e., plastics, synthetic fibers, dyes); 2) for ultimate consumption (i.e., drugs, cosmetics, soaps); 3) as supplies for other industries (i.e., paints, fertilizers, pesticides, explosives).

Computers & Business Machines - Includes establishments primarily engaged in manufacturing electronic computers and peripheral equipment intended for use in electronic computer systems. Electronic computer systems contain high-speed arithmetic and program control units, on-line information storage devices, input output equipment, terminals, data communication devices, and punched card equipment. In addition to providing technical manuals necessary for the operation and maintenance of the equipment, establishments in this industry usually furnish general-purpose computer programs and basic operating systems programs needed for effective use of the computer system. Establishments primarily engaged in manufacturing desk calculators, cash registers, accounting machines, and similar equipment are also to be included in this category.

Electrical & Electronic Machinery & Equipment (incl. Communications Equipment) - Includes establishments engaged in manufacturing machinery, apparatus, and supplies for the generation, storage, transmission, transformation, and utilization of electrical energy. This category also includes manufacturers of electronic communication and detection equipment, as well as electronic components—more specifically, electronic radio, telephone, telegraph, and television equipment and components, semiconductors, and circuits. The manufacture of household appliances is included in this group, but industrial machinery and equipment powered by built-in or detachable electric motors is classified in Automotive and Mechanical Equipment.

Food & Beverage Processing - Includes establishments manufacturing or processing foods and beverages for human consumption, and certain related products, such as tobacco, manufactured ice, chewing gum, vegetable and animal fats and oils, and prepared feeds for animals and fowls.

Glass, Paper, Packaging, & Allied Products - Includes manufacturers of: 1) glass containers, flat glass, glassware, and other glass products (i.e., droppers, test tubes, ornaments, etc.); 2) pulp, paper, and paper products (i.e., tissues, cardboard, bags, envelopes); 3) packaging materials made of glass, paper (i.e., boxes, cartons, tubes) as well as plastic and metal containers.

Metals & Metal Products - Includes establishments engaged in the smelting and refining of ferrous and nonferrous metals from ore, pig, or scrap; in the rolling, drawing, and alloying of ferrous and nonferrous metals; in the manufacture of castings and other basic products of ferrous and nonferrous metals; and in the manufacture of nails, spikes, and insulated wire and cable.

Petroleum & Allied Products (incl. Natural Gas) - Includes establishments primarily engaged in exploration, drilling, well operation and maintenance, operation of cycle plants for both oil and natural gas, and mining and extraction of oil from oil sands and oil shale. This group also includes establishments engaged in petroleum refining, manufacturing paving and roofing materials, and compounding lubricating oils and greases from purchased materials.

Research &/or Consulting - Includes establishments primarily engaged in laboratory or other physical research and development on a contract or fee basis. Also included are establishments primarily engaged in furnishing a wide variety of general or specialized consulting services in any field. Include engineering firms where design and construction are not part of the firm's responsibilities. Not included are research and development laboratories of companies which manufacture the products developed from their research activities. These are classified the same as the manufacturing establishments they serve.

Utilities—Public (incl. Transportation) - Includes establishments engaged in the generation, transmission, and/or distribution of electricity or gas or steam. Such establishments may be combinations of any of the above three services. Also included are establishments providing transportation (trucking, railroads, airlines, package delivery, shipping [water]).

GOVERNMENT & NONPROFIT

Federal Government - Includes all Federal agencies and civilian positions with the armed services.

Local/State Government - Includes all township, county, city, and state government positions.

Nonprofit & Educational Institutions - Includes nonprofit organizations of all types no matter what the service or product. It also includes establishments furnishing formal academic or technical courses, correspondence schools, commercial and trade schools, and libraries.